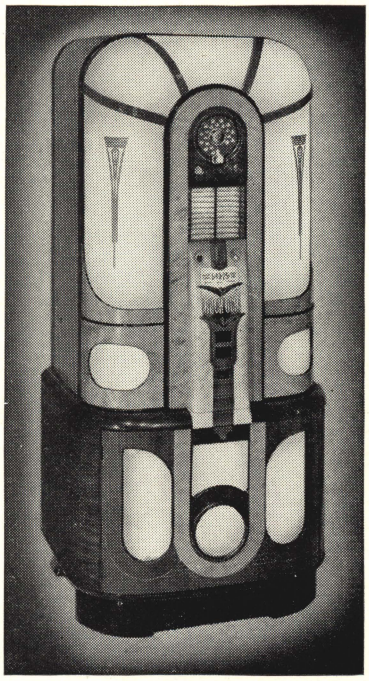
The

COIN MACHINE REVIEW

December, 1942

The PERFECT THREE for '43

ASSURED OPERATING SUCCESS



ROCK-OLA COMMANDO

Only Rock-Ola anticipated your new equipment needs for 1943-1944-1945 and 1946 . . . only Rock-Ola offered a brand new line of phonographs, tuned to the times, and destined to command the very best spots in the nation AND HOLD THEM for the duration of the war.

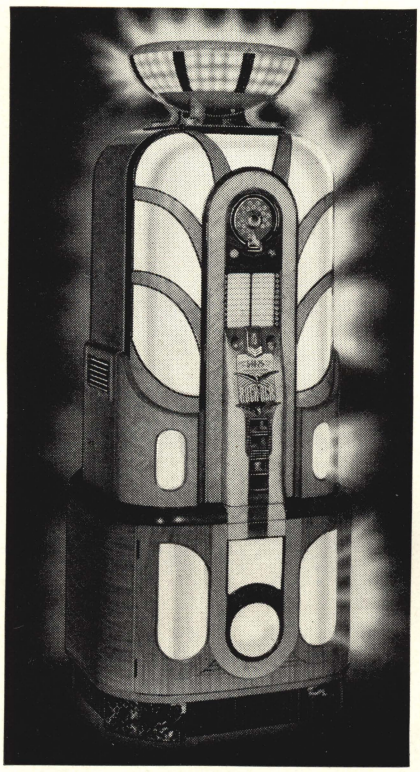
In the Rock-Ola COMMANDO, PREMIER and PRESIDENT every location requirement can be satisfied fully, and profitably for both yourself and your location owner. Rock-Ola equipment requires a minimum of service and thus is the ideal equipment for you to use while gas rationing and tire mileage restrictions are in effect.

Investigate the Rock-Ola SURE PROFIT deal today. You'll be surprised at the low prices and the remarkable trade-ins still available to established, recognized music men.

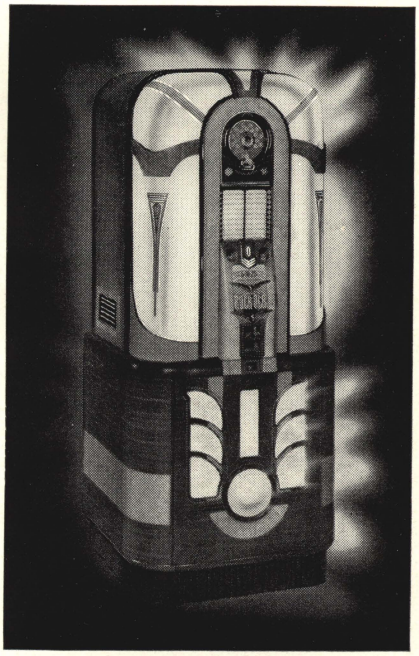
Merry Christmas from Jean and Dolores

"Thanks a million for your patronage. May you have a joyous Christmas with your loved ones — and the happiest of New Years."

P.S. Stop in for one of our new and clever 1943 Sketch book calendars.



ROCK-OLA PRESIDENT



ROCK-OLA PREMIER

Time is precious! Every day finds a definite shrinkage in our inventory of new machines on hand. When these are gone THERE WILL NOT BE ANY MORE UNTIL THE WAR IS WON. Therefore it behooves you to act TODAY—WITHOUT DELAY!

BUY... and BUY... MORE BONDS

EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR SOUTHERN CALIFORNIA AND NEVADA

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PArkway 1179

2920 West Pico Blvd. **Los Angeles, California**

The 114th Consecutive Monthly Issue of the

Coin Machine Review

DECEMBER, 1942

The COIN MACHINE REVIEW for December, 1942, Vol. 10, No. 6. Published monthly at 1115 Venice Blvd., Los Angeles, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE, Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE: C. J. Anderson, 35 East Wacker Drive, CENtral 1112. PORTLAND, Ore., OFFICE: J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

Rationing in Effect

CHICAGO—December 1st saw the balance of the United States participating in the gasoline rationing program which has been in effect in the Eastern states for several months.

In most areas the rationing boards expressed surprise at the small percentage filing applications for additional gas after receiving the general "A" card entitling holder to 4 gallons per week.

The Office of Price Administration in Washington ruled that persons collecting for vending machines, stocking and restocking, maintaining and repairing pianos and radios, automatic phonographs and pin balls or similar novelty amusement and entertainment devices were ineligible for supplementary gas other than the 8 gallons given by "B" book coupons. Most operators filed applications for supplementary gas and were receiving their "B" cards the middle of December.

Bars Close at 12

SACRAMENTO, Calif.—Effective December 10th all places serving liquor in the state of California must close at 12 midnight instead of the 2 a.m. closing, in compliance with a ruling of the State Board of Equalization.

The earlier closing order will affect music operators particularly for the play from midnight to 2 a.m. is usually quite brisk in drinking establishments.

State Board made the emergency order to cooperate with the War Department.

REVIEW SERVICE FLAG

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HERB TRACKMAN

Christmas 1942

Now—with worldly peace among men and nations a far distant hope, we wish for you and yours a bountiful measure of that peace of heart taught by the great Prince of Peace, whose birthday we thankfully celebrate at this season.

The
COIN MACHINE REVIEW

Arcade License Upheld

SAN JOSE, Calif.—Judge William F. James in Superior Court on November 16th countermanded the San Jose City Council's order revoking the license of H. E. Gillespie's Penny Arcade.

Specific charges against the Arcade were that a boy had been short-changed, and that minors were permitted to attend the place after San Jose's 9 p.m. curfew. Gillespie petitioned the court for a writ of review.

Judge James held that evidence in the short-change charge was not sufficient to convict the Arcade in any court. On the curfew violation he held that the curfew ordinance does not appear to be intended to prohibit children from attending such places as the penny Arcade.

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 12 a.m. to 4:00 p.m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

Coin Movies Stop

HOLLYWOOD — Production of 16 mm. movies for automatic coin machines has come to an abrupt stop at the RCM studios as the Petrillo ban was extended to the coin movie production field.

It is understood that RCM had finished up the last of a series utilizing sound track recorded prior to July 31st, and Sam Coslow, who has been in charge of RCM production, will move to MGM as a producer of short subjects.

AFM spokesmen state that Petrillo regards the 16 mm. filmusicals as a substitute for automatic phonographs and a menace to his campaign to end the competition of canned music with live musicians.

Explains Dimout Rulings

SAN FRANCISCO—Under date of December 3rd the Amusement Merchants' Association, Inc., sent out a letter and folder to 1600 small retail businesses throughout San Francisco explaining the Dimout Regulations now in effect in the Pacific Coast area.

The folder, prepared by the San Francisco Civilian War Council, detailed the regulations and explained each by means of drawings.

3c Coin Coming

WASHINGTON — The Senate Banking and Currency Committee approved legislation on November 18th permitting coinage of 3-cent pieces, half-dimes and pennies made from other materials than copper.

New Rock-Ola Cafeteria

CHICAGO—A large modern cafeteria is nearing completion in the busy war plant of Rock-Ola Manufacturing Corp.

With the payroll rapidly approaching the 4000 point in total employees, the need has rapidly developed for a special cafeteria within the premises of the plant.

By serving a well-prepared assortment of nutritious foods, the cafeteria in a large war plant occupies an intangible but very important position in the production plans and results.

On the Cover . . .

Exotic Kay Jermaine heralds the advent of winter with an uplifted hand, ready to snow-ball anyone who tries to make any wise-cracks. Like all REVIEW cover subjects, Kay is making a name for herself professionally.

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

ANOTHER MONTH
NEARER VICTORY!

Wm Rabkin

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
PENNY ARCADE HEADQUARTERS SINCE 1895
Manufacturers of Photomatic and Other Famous Coin Operated Equipment
44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

Trading Post Suggested

CHICAGO.—When Henry McLemore, syndicated columnist writing under *The Lighter Side* in hundreds of dailies, on November 24th, suggested that now was the time for the Trading Post idea to spring into use, little did he know that the Buckley Trading Post was already functioning and perfectly serving the Coin Machine Industry.

Said McLemore: "It seems to me—and I have gone into the matter as thoroughly as anyone can—that there is a crying need, or at least a whimpering need, in this country for the return of the trading post."

Buckley brought the Trading Post to the Coin Machine field almost with our declaration of war on the Axis and since then it has been the satisfactory buying and selling place for hundreds and hundreds of coinmen.

Badger Year Good

LOS ANGELES — Commenting on the first year of business since establishing an office in the West, Bill Happel, of Badger Sales, stated: "We have been most pleased with the consideration we have had from operators during the past year. We have endeavored at all times to give them the acme of service, and, despite freight priorities and the like, we have tried to make deliveries as rapidly as possible. We appreciate the consideration and kindness the operators have bestowed upon us . . . all of which only spurs us on to do bigger and better things and to obtain the best of values for the operators in our territories."

Both offices of Badger in Los Angeles and Milwaukee are well stocked with parts, supplies, and those hard to get items; all of which are available to regular Badger customers.

JACK NELSON

Nelson New SLA Prez

CHICAGO—On the 30th anniversary of The Showmen's League of America, Jack Nelson, Vice President and General Sales Manager of Rock-Ola Mfg. Corp., was elected President of the organization for the coming year. The league is composed of a membership of 1400 show people and show owners throughout the United States. It is the largest organization in show business.

Nelson formerly held offices of 3rd, 2nd, and 1st Vice President of the Showmen's League in 1934, 1935, 1936 . . . prior to his connection with Rock-Ola . . . but passed up opportunity of becoming President at that time because of pressure of work.

The League boasts of many coin machine men among its members.

* * *

Scotchman: "How much are your eggs?"
Grocer: "Two cents for the good ones and one cent for the cracked ones."
Scotchman: "Well, crack me a dozen."

FROM A COLLECTION STANDPOINT, OUR "JAP" RAY GUNS TOP ALL OTHERS

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"
RAY-O-LITE GUNS

$139.50 . . . . . $139.50

Reconditioned Seeburg "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory-trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago artist. When we get through the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Special cash offer. A certified check of $134.50 will start one of these quick income Ray Guns on the road to you. Cabinets are refinished in a solid blue lacquer with attractive black trim.

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★ "SHOOT THE CHUTES" Ray-O-Lite Guns ★

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Reconditioned "CHUTES"—100 slot machine, late head, or scoring unit. This is the last Ray Gun J. P. Seeburg manufactured and, in our opinion, is the finest Rifle Ray Gun that was ever built. A certified check of $134.50 will start one of these fine Ray Guns on the road to you.

TRIAL ASSORTMENT OF RAY GUN PARTS

Write us today for an Assortment, consisting of Gun Cables, Gun Lamps, Tubes, Photo Cells, Condensers and Resisters that are necessary for Seeburg Amplifiers.
Open up the package, examine carefully, and you may return any merchandise not wanted for full credit. We will either make the refund by check, or you can use the credit to apply on any other "Scarce Items" you may want.
An Assortment of about $35.00 will come in mighty handy for your Service Calls, especially when you will have to watch your gas a little more carefully.

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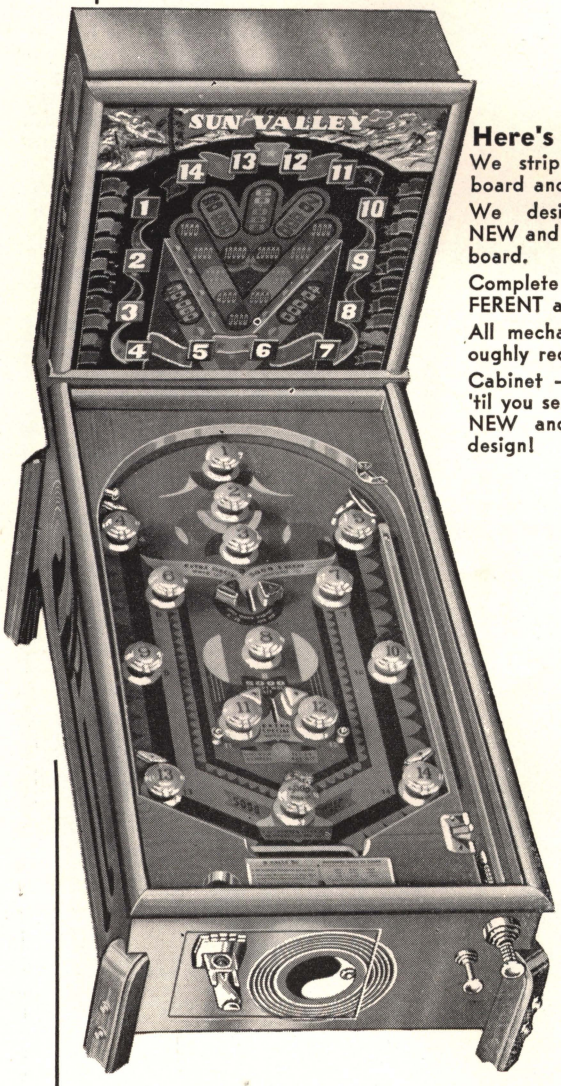
for the Duration . . . a HIT EVERY TIME

MIDWAY →

(ZOMBIE)

Months of operation have failed to disclose a single service call on MIDWAY. Profits have exceeded those of new games. That's MIDWAY'S batting average . . . truly a pinch-hitter that coin men can count on for a long time to come.



Here's What We Do

We strip your old playboard and throw it away.

We design an entirely NEW and DIFFERENT playboard.

Complete NEW and DIFFERENT art work.

All mechanical parts thoroughly reconditioned.

Cabinet — well, just wait 'til you see it — something NEW and DIFFERENT in design!

← SUN VALLEY

(SUN BEAM)

Here's another equally successful game, SUN VALLEY, processed from your Sun Beam. Teamed up with Midway, Sun Valley gives game men DOUBLE earnings. Locations "hum" with activity.

WEST COAST OPERATORS

See MIDWAY and SUN VALLEY at

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COIN MACHINE REVIEW
5
FOR DECEMBER 1942

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It Stays on Duty Day and Night, To Keep Your Battery Working Right!

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Gas rationing sounds the death knell to battery life for the process of lead sulphation that takes place in batteries when not in use, or used sparingly, is much greater than when a battery is in normal use. Your battery is the heart of your car. Keep it alive and on duty for you at all times by applying THE RECUPERATOR Long Life Battery Service. If your distributor cannot supply you, send $1.50 today and we will send your RECUPERATOR Service Prepaid.

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Duty Calls and a Review Reporter Says Goodbye

SEATTLE.—The ego that is a part of every one of us has been telling me: "You are A-1."

Recently, the draft board that is a part of every one of us told me: "You're 1-A."

Quick like a flash I saw that the D. B. were not trying to inflate my ego, but the armed forces instead, so I dropped in for a chat with the local recruiting office.

Some people say that I am offensive; now, if the army inducters will allow me, I'd like to be offensive for the duration—to the Axis, of course.

This, then, is my *au revoir* column. After patrolling the Pacific Northwest beat for the REVIEW for seven years, people and events leave a poignant trail of memory. How about strolling down Reminiscent Road with me for a brief period of recollection?

Johnny Michael—the first Coin Rower I encountered: smooth, bemoustachioed, dapper Johnny, first assistant to Al Gustafson. My first view of a jobber's establishment; there were pin games lined in profusion, a lot of smoke, a lot of talk, drinks, the blaring tones of a football announcer trying to break through the cacaphony of sound . . . Stout and stock Al Gustafson, talking in clipped, trenchant phrases. When Coinland's great salesmen are roll-called, the name of Al Gustafson will be near the top.

Then there was Sybil Stark, a big, good-natured kid with a terrific smile. She could make a guy in hangman's row feel at ease. . . . That was the Sybil of seven years ago. Today? Not so big, not so good-natured; the smile lacks the natural spontaneity, but Sybil is smarter, wiser in the ways of Coindom's affairs.

They're coming across the silver screen now—faster, in ever increasing number: The gagsters, Phil Shelly and Porky Jacobs; Sandy Sandtner, the old dependable; Budge Wright, Dale Carnegie's "How to Make Friends, etc." in the flesh; W. C. Fields' double, Bill Staed; the King of Deadpans, Bill Roy; the Row's most promising writer, Barbara Nafsted, wielder of a clever pen; B. A. Almvig, the Energy Kid, making a typical Dagwood exit; jovial, carefree Briz Crabtree, God bless his soul; Maybel Dace, tops in feminine executive ability; Charley Michael, Bellevue's best hunter; the dark Latin from Manhattan, Cy Morgan; blonde "Ducky" McFarland, who almost murdered ye columnist for Winchelling on his romantic life; Milt Roumm, chief of the penny pinchers.

The screen flickers, then settles on a wavy-haired, bespectacled chap, as eccentric as a wild March hare. It's Hugh Lyons, better known as Hugh the Unpredictable. He and his family were down to a depression-imposed rationing of potatoes and bread when a friend allowed him to operate a couple of games. Steak appeared on the menu shortly thereafter.

That tall, broad lad is Albert H. (Bert) Farmer, who dug out a lot of shekkels from diggers . . . And the guy with the bayview window and the scowl is Earl Heroux, the arcade ace. Don't let that scowl fool you, because he's one of the squarest shooters in this or any other business. A great idea man, he has the drive and acumen to transpose those brain busters into practical successes. . . . The cigar-smoker is Ken Shyvers, shrewd, alert, well-financed. Sometimes his emotions make him say and do things detrimental to the welfare of the operators as a whole, but whether you like

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Three all-around, first-class Mechanics. High salary.

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4 Col. DuGrenier	$ 8.50
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6/26 National	19.50
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him or not, here's a real scrapper from Scrapperville.

The scene shifts to the waterfront . . . begrimed warehouses squat sullenly . . . old freight shades lay on the pier, morose and brooding . . . in the air the tang of the sound is sharp and breath-catching. That's the locale of the old West Connecticut warehouse which housed Wurlitzer, Columbia-Brunswick-Vocalion, Operators Jack Roberts, Jack Howlett, and Don Waltz. It rained hard one night and the roof couldn't quite cope with the task. The seepage warped records and ruined stocks. Columbia-Brunswick-Vocalion moved shortly thereafter.

The line is moving faster now: in the lead is a baby jeep, better known as Rudy Peterson, 240 pounds of the stuff that doesn't recognize its own strength . . . Al Brashem, who looks like a sugar-daddy ought to look, but who isn't one . . . the smile and spirit of the Irish is exemplified by Mickey Hannon, the ex-prize fighter who made good in the operating game . . . A picture of perseverance and determination: diminutive Jerry Steffan, who couldn't coax more than a half dozen hairs out on his upper lip . . . Al Muir, pioneer of Columbia-Brunswick records in the Northwest, possessor of personality-plus, a right guy all the way . . . Cliff Carter, Al's first lieutenant, a typical American boy.

A dark cloud drifts over to shade the screen . . . ah, it's the mysterious Mr. "X" who wasn't quite so mysterious after this writer's sensational expose. The next month, Coin Row was divided into two camps; the majority complimenting on a fearless journalistic feat; the minority pointing an accusing finger and charging "persecution." Mr. "X" was bounced after enough eyes had opened, and Coin Row settled back to normalcy.

There was never a dull moment. New people, new games, new ideas. An association was either in the process of formation, functioning, or disbanding. Members of the legislature kept pictures of Coindom on their desks, and every time a new tax problem arose, they looked at the pictures and thought it would be an easy way out. The city councilmen demonstrated an amazing ignorance in dealing with coin game ordinances, but thanks to the public enlightment program initiated by some of the better business boys, they are now approaching the subject in a saner light.

There never was any evidence of frugality when Coin Row put on their local shows. They gave the gang the most of the best. The Wurlitzer parties were super-colossals, cut from a page in Screenland.

When you evaluate the facts and figures in their true perspective, you come right down to this: the men and women in Coin Row are typical of men and women in any vocation—some are exceptionally good, some are average, some are bad. We've known many of each kind; we've enjoyed the acquaintance of them all. We could go on for pages writing about people and places, because people and places are a never-ending subject.

But Uncle Sam is calling, and who am I—who has enjoyed all the privileges of the greatest Democracy on earth—to turn a deaf ear? So it's heigh-ho, heigh-ho, off to the colors we go. And when this grim life-death struggle is over and our enemies have been vanquished, then it will be back to Coin Row, with its never-ending kaleidoscope of adventure and romance.

Louis Karnofsky

Let's All Pull Together for a Victorious 1943

OUR ENTIRE STAFF JOINS IN SENDING YOU

Season's Greetings

★

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

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U. S. DEFENSE BONDS AND STAMPS
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The HOTTEST THING THIS SIDE OF HADES!!

That's what operators everywhere are saying about

Hollywood's Newest

PHOTO-TRAYS

PHOTO-TRAYS ARE SWEEPING THE COUNTRY LIKE WILDFIRE. Through an Exclusive arrangement THE REVIEW has been privileged to offer this sensational new product of the Craftsmen's Guild to members of the Coin Machine Industry before it is generally distributed in Gift Shops, Camera Stores, Department Stores, etc., across the country.

Here is something as new, as fresh, and as invigorating as tomorrow morning's sunshine. Appreciated by all who are young in heart, the PHOTO-TRAY is an item with everlasting appeal. Everyone has need for a modern cocktail and hors d'oeuvre tray. Get the "cream" off this sensational item by ordering a liberal stock today. An easy retailer at $6.00 each.

No. 6

A "RED HOT" NUMBER FOR SALESBOARD & PRIZE PURPOSES

No. 12

Consider the irresistible appeal of three or six of these PHOTO-TRAYS on display as Salesboard Premiums. Every tavern and bar on your route will welcome a deal. And as a High Score of the Week prize, or special prize, the PHOTO-TRAY has no equal. To see one is to want one and the variety of available subjects provides you with a prize item that can be profitably used for several weeks.

No. 2

No. 11

EXCLUSIVE, ORIGINAL, ARTISTIC STUDIES

Posed by foremost glamourous Hollywood models . . . artistically and cleverly photographed, these 12 subjects are reproduced in original salon-print form and permanently sealed in the PHOTO-TRAY with five coats of finest bar-top lacquer. Frames and handles are of beautiful contrasting hardwoods, in natural finish, and each tray is packed in an attractive gift box. Size of Tray is approximately 12" by 16".

No. 3

No. 10

ORDER A SAMPLE DOZEN TODAY . . . . . .

YOU'LL BE BACK FOR MORE!

No. 4

No. 5

No. 7

No. 8

No. 1

No. 9

CRAFTSMEN'S GUILD

PHOTO-TRAY

MADE IN HOLLYWOOD

SUBJECT NO. 12

THE REVIEW considers itself fortunate indeed to be able to offer its readers this *"FIRST"* in unusual gift opportunities. Professionally done, and beautifully finished these PHOTO-TRAYS will last indefinitely and bespeak the good taste of the host whenever used.

ORDER NOW FOR PROMPT DELIVERY

Because of the employment situation only a limited production of PHOTO-TRAYS is possible at present. While we feel confident of being able to fill all orders, we do urge you to not delay, but order NOW. *Be sure to list the number of each subject desired,* along with the quantity of each.

SAMPLE EXPRESS PREPAID . .	**$4.75**
Lots of 6, Prepaid	Ea. 4.25
Lots of 12, Prepaid	Ea. 3.95

COIN MACHINE REVIEW

1115 VENICE BOULEVARD
LOS ANGELES • CALIFORNIA

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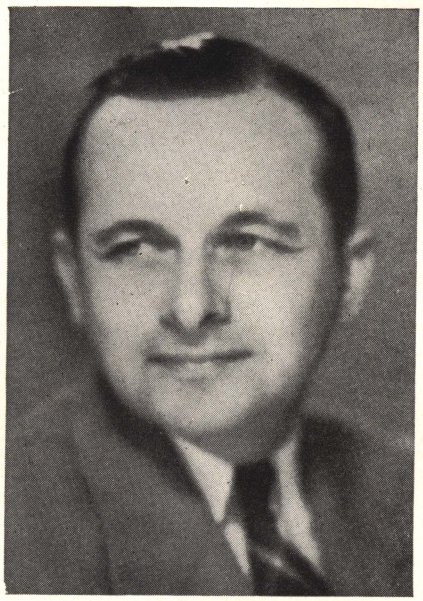


Seasons Greetings

To my many hundreds of friends in the Coin Machine Industry my best wishes for a very Merry Christmas and Happy New Year.

Your patronage and co-operation of the past will not be forgotten and when normalcy is again established in this old world of ours you can be certain we will be again ready to supply you with the finest equipment engineering science can produce.

W. E. SIMMONS
Sales Manager
ALPHA DISTRIBUTING CO.
1025 N. Highland Ave.
HOLLYWOOD - CALIF.

Ideas Wanted

WASHINGTON.—As the Treasury Department's special six weeks' War Bond Payroll Savings Campaign progresses from November 15th to New Year's Day, the War Savings Staff is anxious to secure as many ideas as possible on how different companies are planning to put across their individual drives for 10% of payroll.

These ideas in turn will be passed on to other companies to aid them in reaching the mutual objectives before New Year's Day.

The continued success of the War Savings Campaign depends on the Payroll Savings Plan, which has proved the most effective means of insuring the systematic purchase of War Bonds by millions of workers. Consequently, the War Savings Staff is trying to complete the job of signing up every wage earner for 10% through the Payroll Savings Plan not later than the first day of 1943.

Help the national campaign, first by putting over the drive in your own company, and then by telling the War Savings Staff how you did it. Send this vital information to Payroll Savings Division, War Savings Staff, Treasury Department, 709 12th Street, N. W., Washington, D. C.

Pinballs At Hunter

NEW YORK.—What happened to the thousands of pinball marble tables picked up by New York police was disclosed in the November 7th issue of the *New Yorker*. Hunter College has stepped in and is using the mechanisms of the tables in their various experiments.

"It all happened this way," spoke a Hunter College official. "'Way back last spring a couple of us here read about the police smashing up pinball machines, and we had a fine idea. Just on chance we called the police and they said that three thousand machines were to be smashed up and we could have all the salvage we wanted if we would go for it. We did and now, with the thousands of electric circuits salvaged, our experiments continue unabated and, who knows but some great invention, with a jackpot attachment, might come out of Hunter yet."

New Definition of Pull

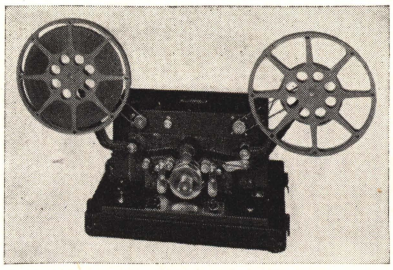
THE REVIEW:

If Webster were writing his dictionary in this day and age, his definition of the word "pull" would be:

PULL—potent as a Coin Machine Review ad.

I must of necessity forego my ad for the December issue. The reason for this is too many Vest Pockets at one time and I must get caught up before doing it again, much as I dislike hiding my candle under the bushel.

H. R. Graham, Glendale, Cal.



5 Hr. Film Program Coming

CHICAGO—This device, now being made available for use in our armed services, represents an after-the-war innovation which has its application in the coin-operated music box field.

By using sound-on-film, scratching and breakage are eliminated; storage space and weight are reduced.

This new compact selective sound-on-film reproducer has a capacity for playing up to five hours from one 2,000 foot, 5 track, 16mm. film recording.

A specially developed film stabilizing mechanism, plus the use of a powerful synchronous motor, assures even sound and utmost in tone quality. Film breakage is almost impossible.

Noiseless reproduction of all types of sound tracks is a feature made possible by a specially designed optical system coupled with a noiseless source of exciter lamp supply and a special photo-electric cell.

Illustrated is the portable unit which with a few changes could be changed into a coin operated film phonograph.

Doze Moves to Kingman

KINGMAN, Kans.—W. R. Doze has moved the headquarters for his operating from Norwich, Kansas, to Kingman where he has purchased a new home, workshop and showroom.

"We are giving everything a new paint job, roof and weather stripping," declared Doze, "and we believe we are set up to do a better job of operating than ever before."

In Appreciation of Your Patronage and Best of Wishes for a Merry Christmas
COIN MACHINE SERVICE
R. E. REEDER
1070 Thompson Ave., Glendale, Calif.
CItrus 3-3721

To All Our Friends
A Very Merry Christmas
PERCY SHIELDS
1549 West Pico Boulevard
LOS ANGELES, CALIFORNIA
FEderal 1919

WANTED
We will pay cash for:
Bally Fairmonts
Bally Turf Kings
Bally Jockey Clubs
Bally Kentuckys
Bally Long Shots
Mills Bonus Slot Machines
Late 25c, 50c & $1.00 Slot Machines
Mutoscope Voice-o-Graph (needed badly)
Wurlitzer's 800, 750, 700

FOR SALE
PAY TABLES:
Bally Santa Anita.....$140.00
Bally Grand National.....$115.00
Bally Pace Makers.....110.00
Bally Grand Stand.....95.00
Bally Fair Grounds.....30.00
Bally Fleetwood.....25.00
Bally Preakness.....23.00
Bally Carom.....18.50
Stoner Turf Champ.....22.00
Gottlieb Daily Races.....15.00
Western's Center Smash.....12.50
Western's Flying High.....12.50

FOR SALE
CONSOLES:
Evans Lucky Lucre, "41".....$200.00
Evans Gal. Dominos, Late Head.....$185.00
Evans, Gal. Dominos, "37".....50.00
Jennings Liberty Bell.....35.00
Jenn. Flashing Through.....35.00
Keeney Triple Entry.....175.00
Keeney Dark Horse.....65.00
Keeney Track Time, Red Head.....75.00
Keeney Four Way Super Bell.....425.00
Bally Big Top.....90.00
Mills Jumbos, New.....160.00
Groetchen Tool—Sugar King, New.....85.00

STEWART NOVELTY COMPANY
133 EAST 2ND SOUTH (PHONE 35055) SALT LAKE CITY, UTAH

Ex-Review Reporter Writes Reactions to Army Life

(The following letter was received at THE REVIEW offices on December 3rd, from Harry Bortnick who covered the news front in Philadelphia for this publication for the past seven years. Harry is now in the Army and his reactions and opinions are deemed to be of sufficent interest for publication herewith. — THE EDITORS.)

Dear Mr. Blackford:

Please excuse the pencil. In the army one uses whatever is available. That is only one of the many things about army life I have learned in the eight days since I entered the service. And, honestly, those days have been among the happiest of my life. Each moment, each hour, has been so busy, so full of action and often excitement that I've already lost any memory of being anything but a soldier.

I've felt only the vaguest twinge of homesickness and at rare intervals—when I've seen some of the other fellows being visited by their families or girl friends. This camp permits visitors every evening from 6 p.m. to 10 p.m. and all day Sunday.

We are located only 8 miles from New York City from which many of the soldiers have been drafted, so that for many men this camp is merely an hour's trip from home.

Fort Totten is ideally situated for coast artillery and anti-aircraft practice, which is my work now. It is surrounded on two sides by a river and on the others by the most beautiful countryside in the East. This place is almost like a country home and not a military installation.

Though I've only been a soldier for eight days I have already enjoyed two of the greatest emotional pleasures and thrills of my life. I have suddenly found out the *real* meaning of pride. When I put on my uniform for the first time the thrill of pride —it could have been nothing else—made me so emotional that I left like crying but my throat was choked. I felt as hot as a feverish desert-fighter and my heart was beating so rapidly it felt like it was trying to burst through my skin.

I felt so odd at feeling that way, yet I didn't think I was being a sissy. I remember being surprised that I was acting that way but noticed that the barracks were unusually quiet. Usually the fellows were cursing or shouting but for a few minutes after we all put on our uniforms for inspection we all felt that strange emotion which must be the closest kin to real pride that any of us ever felt.

Another similar moment occurred after I had been marching with my Battery for awhile and abruptly realized how strong we were, how much in unison, how vigorous were our steps and cadence count. Though drill is supposed to be a tiring and boring task I enjoy it tremendously, even though my Battery is still a comparatively ragged, uneven outfit whose members are never—except by coincidence—doing the same step when "Hup, two, three, four" is counted.

Frankly, I'm so happy now with swell companions, a healthy life in a friendly atmosphere and a feeling of importance tinged with pride (honest) that I'm sorry I did not enlist long ago. However, I'll make up for that by trying twice as hard to make good.

Yesterday I worked on the Battery mimeographed newspaper but will try to get a field job in preference to working on the paper. Even two weeks ago I would have sworn I would not feel this way, i. e., that I would want to work where there's more action, more comradeship and excitement than in the office. But it's all up to my officers and I'll accept anything that they give me. But for at least six more weeks I'll be busy with basic training.

My present address is Private Harry Bortnick, Hdq. Btry., 701st C. A. (A. A.), Fort Totten, New York. I'll be happy to hear from you and others in the industry.

Harry Bortnick

United Pinch-Hitting!

CHICAGO—Game renewal service such as United Manufacturing Co. is now offering to coin men all over the country, amounts to good "Pinch-Hitting" until after it's over, says Harry Williams.

"Certainly the way Zombies and Sun Beams are coming into our factory each day for the changeover into Midways and Sun Valleys, offers convincing proof that game men need just what United provides, making their old games appear like new with the resulting increase in profits equal to what new games would bring.

"Well," says Harry, "we'll stay right in there 'Pinch-Hitting' for coin men right along, resolved to keep them supplied with profit-making equipment until the day of new manufacture."

Coin Metal Change Sought

WASHINGTON.—Mrs. Nellie Tayloe Ross, Director of the Mint, has asked the Senate Banking and Currency Committee to approve a bill authorizing the substitution of other metals for nickel, silver and copper in five cent and one cent pieces.

* * *

"I'm sure I saw a big fish down there under the ice."

"Nonsense! It was just your reflection."

CHRISTMAS SPECIALS!

MONEY BACK GUARANTEE

These machines are in A-1 condition; appearance unsurpassed. If upon examining the machines the customer is dissatisfied the games can be returned and money will be refunded.

ABC Bowler	$23.50	Gold Star	$21.00	Seven Up	$15.50
All American	17.00	Gun Club	34.50	Show Boat	29.50
Anabel	16 50	Hi Dive	39.50	Silver Skates	24.50
Argentine	37.00	Hi Hat	36.50	Sky Blazer	37.50
Attention	22.50	Home Run '40, (Plastic Bumpers)	14.50	Sky Ray	22.50
Band Wagon	15.00	Home Run '42	40.00	Slugger	19.50
Belle Hop	27.50	Horoscope	26.00	Snappy	23.50
Big Chief	17.50	Jungle	32.50	South Paw	42.50
Big Parade	71.50	Knockout	69.50	Sport Parade	19.50
Bolaway	29.50	Leader	22.50	Spot a Card	49.50
Boom Town	17.50	League Leader	16.50	Spot Pool	34.50
Bosco	49.50	Legionnaire	24.50	Star Attraction	25.00
Broadcast	18.50	Line Up	16.50	Stars	24.50
Captain Kidd	39.50	Majors, '41	19.50	Strato Liner	14.50
Champ	29.50	Metro	21.50	Super Chubby	22.50
Clover	47.50	Miami Beach	36.00	Sun Beam	24.50
Cross Line	15.00	Mills 1-2-3, '39	24.50	Target Skill	19.50
Defense, Baker	16.00	Monicker	69.50	Ten Spot	28.50
Defense, New, Genco	74.50	New Champ	47.50	Three Score	17.00
Do-Re-Mi	34.50	Pan American	31.50	Topic	62.50
Doughboy	16.50	Paradise	24.50	Towers	42.50
Dude Ranch	16.00	Polo (New Plastic Bumpers)	17.50	Twin Six	29.50
Duplex	25.00	Pursuit	27.50	Ump	16.50
Five, Ten, Twenty	77 50	Red, White, Blue	19.50	Velvet	15.50
Fleet	22 50	Repeater	18.50	Venus	49.50
Flicker	16.50	Salute	17.50	Victory	58.50
Formation	16.50	School Days	24.50	West Wind	34.50
Four Diamonds	31.50	Sea Hawk	21.50	Wild Fire	26.50
Four Roses	29.50			Wow	15.50
Fox Hunt	16.50			Zig Zag	34.50
				Zombie	24.50

GIVE SECOND CHOICE

SPECIALS

These games are in good condition—we need the space—you can have your choice—three for $29.00.

Bang	Charm	Land Slide	Polo	Score-a-Line	Topper
Beauty	Dixie	Limelight	Power House	Sky Line	Triumph
Big League	Double Feature	Mascot	Punch	Speed Demon	Turf Champ
Big Six	Drum Major	MerryGoRound	Red Hot	Speed Way	Vacation
Big Time	Follies	Mr. Chips	Rotation	Sporty	Variety
Blondie	Glamour	Pals	Roxy	Spot 'Em	White Sails
Bordertown	Hold Over	Pick 'Em	Scoop	Summertime	Yacht Club
Cadillac	Jolly				

ARCADE EQUIPMENT

Batting Practice, Like New	$115.00	Evans Skee-Ball-Ette	$ 65.00
Chicago Coin Hockey, Like New	189.50	Evans In the Barrel	85.00
Bally King Pins, Like New	175.00	Bally Alley	45.00
Ten Strikes, Low Dial	40.00	Bally Bull Gun, Conv.	89.50
Ten Strikes, High Dial	55.00	Bally Rapid Fire	165.50
Genco Play Ball, Like New	185.00	Shoot the Chutes, Jap Conv.	139.50
Western Baseball, De Luxe	99.50	Shoot the Jap, Conv.	129.50
Keeney Air Raider	159.50	Casino Golf, Like New	24.50

CONSOLES

Keeney Super Bell, Cash, Check or Free Play, Sgle. Shot	$149.50	Mills Jumbo Parades, Blue Cab., F.P.	$ 62.50
Paces Reels, Combination F.P. & P.O.	89.50	Mills Jumbo Parades, Combination F.P., Check and Cash	89.50
Bally High Hands, Cash or Free Play	94.50	Watling Jungle Camp	54.50
Jennings Silver Moons, Cash or Free Play	65.00	Bally Club Bell, Comb. F.P. & P.O.	149.50
Bally Big Top, Free Play	52.50	Bakers' Races, Daily Double, Comb.	219.50

COUNTER GAMES

Marvels $8.50 Mercury $8.50 Eagles $8.50

All Prices Subject To Prior Orders. Terms: 1/3 Deposit, Balance C. O. D.

WILL BUY—Bally Rapid Fire, Keeney Air Raider, Keeney Submarine Guns, Kirk Night Bombers, Mutoscope Ace Bomber, Mutoscope Sky Fighter, Seeburg Chicken Sams, Seeburg Jailbird, Chicago Coin Hockey, Western Baseball, De Luxe. (Give full details in first letter.)

Write for Your Needs in Parts—We Have It!

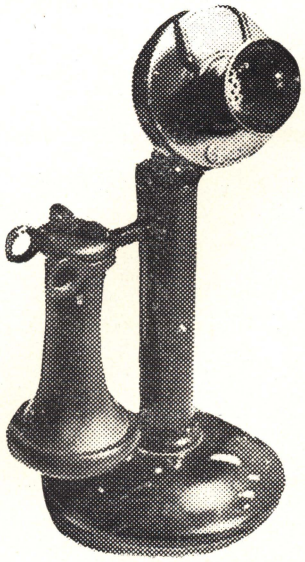
New Plastic Bumpers .....25c Ea. New Pinball Cartons, with Fillers.....$2.00 Ea.

MECHANICS SERVICE CO.

2124 Fifth Avenue Atlantic 0662 Pittsburgh, Pa.

WE BUY, TRADE OR SELL ANY COIN-OPERATED DEVICE

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



Grab Your 'Phone & Get These NOW!

ARCADE EQUIPMENT

CHICAGO COIN HOCKEYS	$189.50
GENCO PLAYBALLS	199.50
KEENEY SUBMARINE	179.50
SCIENTIFIC BATTING PRACTICE	119.50
JENNINGS ROLL-IN-THE-BARREL	109.50
SEEBURG CONVERTED TO HITLER-JAP, NEW MARBLEGLO	129.50
KEENEY TEXAS LEAGUER	39.50

PHONOGRAPHS

WURLITZER 850	$495.00
SEEBURG 8200 RC	495.00
WURLITZER 750E	425.00
WURLITZER 800	339.50
MILLS PANORAMS	379.50
WURLITZER 700	289.50
SEEBURG MAJOR R.C.	279.50
WURLITZER 616 ILL.	69.50

CONSOLES—SLOTS

MILLS FOUR BELLS, ALL REBUILT & REFINISHED	$369.50
KEENEY SUPER BELLS	179.50
BALLY HI-HANDS	114.50
MILLS BLUE FRONTS, ALL REBUILT AND REFINISHED 5c Play $109.50; 10c Play	114.50
25c Play	124.50

ALL PRICES F.O.B. LOS ANGELES. WRITE MILWAUKEE FOR SPECIAL PRICES
MACHINES RECONDITIONED, READY TO OPERATE, 1/3 CASH WITH ORDER, BAL. C.O.D.

BADGER SALES CO.
1612 West Pico Blvd.
LOS ANGELES, CALIF.

BADGER NOVELTY CO.
2546 North 30th St.
MILWAUKEE, WISC.

St. Louis

ST. LOUIS—Lieutenant Virgil J. Bernsen writes regularly to his old buddies at Davies Novelty Co. from Santa Barbara, Calif. He has nothing but the highest praise for the weather there and the feminine segment of the population.

Miss Mickey Greco has been added to the office staff of the McCall Novelty Co., and is radiating happiness on her new job. Other recent additions to the McCall staff include Don Williams, Carl Colemeyer and Joe Kelly, all of the service department.

Harry Davies, head of the firm bearing the same name, led the parade of a host of St. Louis coinmen that trekked to Chicago late in November for buying purposes.

Fred Lamwersieck, former financial secretary at Ideal Novelty, has left the concern to enter defense work. Fred is an old structural steel worker and was anxious to get back into his old game.

Frank Harris, Dexter, Mo., operator, visited St. Louis showrooms recently to purchase needed equipment. Frank reports brisk business on his phono and pintable routes and states that the acceptance on Rock-Ola "Commandos" was exceptional.

George Young of the Frank Harris Sales Co., Dexter, has joined the Army and is stationed near St. Louis. He was formerly office man in the organization. Kurt Hunt was another from the firm to enter the Army. He was a routeman.

Sy Horowitz, well known Arcade and phono operator of St. Louis has left for the Army. Sy remarked the Army would be glad to get him for all his spare time at the Arcade was spent in the gun section where he practiced his marksmanship

Miss Phyllis Tzinberg, personable secretary formerly with the Olive Novelty, has gone to work for the government. Her shoes will be filled by Miss Dorothy Komm who has been understudying Phyllis for the past few weeks.

Al Haneklau of Olive is still attending farewell parties given for him by friends who have heard he is going into the Navy. "If the Navy doesn't hurry and take me I will be too fat to pass the physical," laments Al.

Martin Balensiefer spent the latter part of November in South Dakota on a hunting trip and came back with the allotted amount of game.

Bill Betz of the W-B Novelty Co. reports his firm is doing a good business in the reconditioned equipment department.

Bill Farmer, former routeman with Ideal Novelty, visited with local coinmen when he was on a furlough from the Navy recently. He is at the Great Lakes Training Center.

T. D. Butcher of Carbondale, Ill., is the latest coin operator from these parts to go into the Army.

Recent visitors to St. Louis showrooms included John Zarkos of Jefferson City, Mo., Earl Moore, also of that city, and Jim Barnes of Jacksonville, Ill.

Melvin Berardino of the Advance Phonograph Co. was about to fulfill a lifelong ambition by becoming a soldier but was double checked at the last minute and found to be suffering from hypertension.

Jack Mehl of the Olive Novelty, according to reports heard around this firm's office, ate a quarter of a twelve-pound turkey on Thanksgiving Day and unmistakably showed the effects of it the next day at work. (It seems he slept most of the day.)

Barney Frericks of the Arrow Novelty Co. gets letters regularly from Tom Kohnen who is with the Army overseas.

Ben Spasser, operator of a nice string of phonos and pin games thruout east central Illinois was in town in early December and reported business on the routes to be exceptionally good.

Bernie Hutchings, phonograph operator, has sold out his string to Carl Trippe. Bernie went into defense work in Chicago.

Carl Trippe headed a junket of local coinmen that went to Chicago to attend the Convention of the National Association of Amusement Parks, Pools, and Beaches, at Hotel Sherman, on December 1, 2, 3, 4.

The biggest problem facing members of the Missouri Amusement Machine Association and the St. Louis Phonograph Owners Association is how to adequately service routes in the face of gasoline rationing. Board members are hard at work trying to devise some system whereby operators can carry on without a too severe dislocation of their organization. Just how much of a load common carriers are able to bear is yet to be determined but it is obvious that it has limitations. Operators are fortunate in one respect in that they are able to buy an unlimited amount of rides on the street cars by simply purchasing a weekly pass. This involves load limits also and does not solve the problems of operators who have strings in county districts. As one prominent operator states it there will be a discontinuance of all super deluxe service and the end of frantic rushes to bring a bag of nickels to a tavern owner twenty miles out on the highway. By the time next meeting night rolls around board directors expect to have a lot of the answers to these perplexing problems.

James Prosser

Robbins Has New Item

NEW YORK—Dave Robbins announces that his firm has originated a new item which can be sold by operators as a side line. Over 100,000 have been sold in New York City and just now the firm is getting started with out-of-town distribution.

PIN TABLES

Big Chief	$24.50
Metro	24.50
Seven Up	32.50
Ten Spot	37.50
Belle Hop	29.50
Miami Beach	29.50
Horoscope	34.50
School Days	24.50
Star Attraction	49.50
Broadcast	24.50
Hi Dive	34.50
Flicker	24.50
Pan American	29.50
Three Up	$29.50
Defense (Baker)	34.50
Umps	19.50
Playball	29.50
Paradise	24.50
Dude Ranch	24.50

EXTRA SPECIAL

1 Ball Sport Special	$74.50

SLOTS

Mills 5c Gold Chrome	$184.50
Mills 10c Gold Chrome	189.50
Mills 25c Gold Chrome	194.50
Mills 5c Blue Fronts	107.50
Mills 10c Blue Fronts	$110.00
Mills 25c Blue Fronts	115.00
Pace All Star Comets	49.50
Pace Club Console, 5, 10 or 25	129.50
New Mills Four Bell	495.00

ARCADE

Rebuilt Jap Gun	$134.50
Gottlieb Single Gripper	9.50
Gottlieb Triple Gripper	16.50

Complete Line of Late Model Used Phonographs and Accessories.

TERMS: One-Third Deposit With Order, Balance C. O. D.

PLEASE NOTE OUR NEW ADDRESS

Due to the volume of business and the large variety of our stock we were forced to move to larger quarters.

KLEIN NOVELTY COMPANY

144 E. Highland Ave. Phone, Broadway 8484 Milwaukee, Wis.

MUSIC

Ernie Brennan

Brennan Sees Good Year

SAN FRANCISCO—"1942 has been a good year for music operators despite certain unfavorable operating conditions, and 1943 stacks up as being equally as good," declared Ernie Brennan, manager of the local office of General Music Co.

"The music operators of the West are to be commended," Ernie continued, "for the fine way they have cooperated with the all-out war program and the marvelous job they are doing in providing entertainment for our armed forces and for the folks on the home front. Without a complaint the music men have seen the task, gone ahead, and contributed their share to the maintenance of public morale."

Brennan is now finishing his third year as manager of the San Francisco branch of General Music. He has done a remarkably fine job in the bay area and numbers amongst his friends and customers the leaders of the industry.

Brennan practically grew up with the Coin Machine Industry. Ten years ago he became interested in the field when he accepted a position as auditor with the Rowe Manufacturing Co. The Rowe cigarette vendor was being manufactured on the coast at that time. Following this association he operated music for a while, and step by step became acquainted with every phase of the business.

Prior to taking over the San Francisco managership Ernie served as assistant to Bud Parr, owner of General, in the Los Angeles offices. Ernie is a family man with two dandy youngsters he'll gladly talk about any time of the day or night.

Minthorne Calendars Clever

LOS ANGELES—One of the cleverest calendars being passed out this month is that of Dolores and Jean Minthorne, Rock-Ola distributors. Entitled "An Artist's Sketch Pad" the calendar consists of 12 sheets of uninhibited translations of an artist's mental musings; sensuous sirens, vigorous virgins, curvesome cuties, and lyrical lovelies. The group of beauties is by Earl MacPherson, 20th Century Galahad of gorgeous gals. The 12 sheets are plastic bound.

The Minthornes are to be congratulated on providing their friends and customers with something startling new and different.

Phonograph Operators Association, Philadelphia, entertains Shep Fields and says good-bye to REVIEW correspondent Harry Bortnick. Left to right, seated: M. Orodenker, Miss Schmid, Mrs. Schmid, H. Elkins, H. Stern, H. Sheward. Second Row: P. Frank, S. Litt, H. Yanks, H. Reese, H. Margolis, R. Bernhardt. Standing: H. Bortnick, F. Brown, J. Manion, L. Sussman, D. Rosen, W. King, G. Zercher, S. Fields, B. Fireman, Jack Cade, J. Sheppard, M. Cowan, J. Appel and E. Wilkinson.

Philly Musicmen Elect

PHILADELPHIA.—Local operators' associations wound up a rather busy month in November. On November 5, 1942, they held their regular monthly dinner meeting at the Embassy Club at which time the organization entertained Shep Fields, who was making a personal appearance at the Earle Theatre, and members of Raymond Rosen Company. While this dinner meeting was primarily an association function, it was also a farewell party for Harry Bortnick, Philadelphia representative of the REVIEW for the past seven years and popular advertising manager of the Raymond Rosen Co. who was leaving to enter the armed services.

During the course of the evening a rather heated discussion came up on the subject of the record situation. Jack Cade, business manager of the local association, again emphasized his contention that there is a definite need for a national organization of phonograph operators capable of acting as a central clearing agency for all matters vitally concerning this industry. Cade pointed out that Petrillo has never been approached by the phonograph industry due to the fact that there has not been any responsible representative capable of speaking for the operators as a whole. Jack emphasized that Petrillo was being made the target for personal abuse and persecution, when he is only attempting to exercise the instructions of his union. Cade stated that it is his personal opinion that Petrillo has never been in possession of the true facts concerning the music business. He went further to state that in Philadelphia less than 30 percent of the locations covered by music machines fall in the category of taprooms and night clubs. He pointed out to the operators that without exception every logical user of live music talent in this group is now employing musicians. He showed that actually 90 percent of the liquor dispensing establishments in Philadelphia have no facilities for dancing or for the employment of live musicians. He stated further, that a survey discloses that if these places of business were deprived of music machines they could not possibly afford to employ even an occasional piano player. The main reason for this is two-fold. First, the expense of licenses and secondly that business itself was not of sufficient volume to warrant the expense of employing talent. Cade stressed the fact that the radio broadcasting industry has been attempting to cast the burden of the so-called Petrillo situation to the juke box field. He brought out the fact that the combined dollar and cents volume of records purchased by broadcasting stations in Philadelphia in a year's time could not possibly equal in dollar and cents volume purchases of the members of the Phonograph Operators' Association in one week.

Cade stated that this was conclusive proof that the radio industry is not benefitting either musicians or the record business. He stated that the royalties received from records used by the phonograph operators in locations where no live musicians could ever be employed was far greater than the amount of money that could be possibly paid by the number of musicians who could be actually employed in places where phonographs are operating. He pointed out that the radio industry could very easily pass the buck to the phonos, because they are well organized with plenty of financial backing and capable of employing a sufficient amount of publicity to swing popular opinion to their side. On the other hand, while the phonograph business is organized in the various localities throughout the country it has no central body capable of using concerted action to

(See PHILLY MUSICMEN, Page 16)

CHRISTMAS GREETINGS *from*
SHELLY RADIO COMPANY
Western Distributors: KEN-RAD TUBE AND LAMP CORPORATION
645 South Sepulveda Boulevard, West Los Angeles **ARizona 38065**

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

ROCK-OLA
COMMANDO
for 1943

Newest, Greatest of All Automatic Phonographs!

ALTHOUGH winning the war comes first — and our mammoth factory is fully converted to war production — we are indeed fortunate in having stocks of the famous COMMANDO Model Rock-Ola Phonograph available for 1943 through our nation-wide Factory Distributor organization.

Thousands of COMMANDOS were purchased by America's leading Music Operators in 1942. Men of foresight! For COMMANDO represents the latest advancements in construction of the automatic phonograph.

Buy soon! Plan ahead now, not only for 1943, but for 1944, 1945, and 1946! Here in COMMANDO you have the newest as well as the best there is in music today . . . so *new* that it will *remain* new long after the war is over.

ROCK-OLA MFG. CORPORATION
Chicago, Illinois

AUTHORIZED ROCK-OLA WESTERN FACTORY DISTRIBUTORS

LOS ANGELES, CALIF.
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2920 W. Pico Boulevard
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Nat Schoen
1516 N.E. 33rd Avenue
T.R. 5592

SEATTLE, WASH.
NORTHWEST COIN MACHINE SALES CO.
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SALT LAKE CITY, UTAH
J. H. Rutter
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Wasatch 4-9717

mold public opinion, and gain financial recognition.

Nominations for officers were made at the meeting of November 5, 1942, to be voted on at the meeting to be held on November 19, 1942, at which time the following officers were elected for the coming year:

R. C. Bernhardt, President; J. Sheppard, Vice-President; H. Sheward, Secretary; H. Scott, Treasurer; H. Reese, P. Frank, M. Cowan, B. Fireman, L. Sussman, Directors for the coming year.

In addition to the five directors elected the president appointed a rotating board consisting of three members of the association who serve for a period of three months. These members are taken from the roll of the association in alphabetical order. This arrangement places an additional twelve members of the association on the Board of Directors during the course of the year. The object in adding these is two-fold. First, to acquaint as many members as possible with the actual working of the Board, and secondly to enable the membership to discover future material for officers and directors.

The Philadelphia organization functions in a very democratic manner and the combined officers and directors, together with the various committees, makes it possible for two-thirds of the membership to function actively in the organization at all times. This procedure has shown a marked tendency to increase better understanding, goodwill and fellowship among the members of the organization. It has prevented the possibility of an organized minority directing the policies of the organization.

The association selected as its hit tune for the month of December, the new treasury song *Everybody Every Pay Day*. By publicizing this tune the membership feels they are contributing toward a patriotic effort to encourage the sale of war savings stamps and bonds. The members of the organization are continuing their policy of investing all reserve funds in war savings bonds. This means that when the war is over the operators of Philadelphia will have all their depreciation reserve intact and will be in a fine position to make the necessary replacements on their routes.

Financial report for the closing of the fiscal year was presented by the business manager, Jack Cade. The organization began their fiscal year with a deficit and concluded it with all obligations met and paid and a tidy balance on hand. This was accomplished by cutting all expenditures to the bone without impeding the natural functions of the organization. The association was able to conduct their business and still reduce membership dues approximately 40 percent.

Best Wishes
for a
Merry Christmas
and
Happy New Year

☆

California Simplex Distributing Company

1348 Venice Blvd.
LOS ANGELES, CALIF.

415 Brannan St.
SAN FRANCISCO, CALIF.

Musicraft Populars Ready

NEW YORK.—After many years of producing high quality classical records for operators as well as dealers throughout the world, Musicraft Corporation has officially declared itself in the popular record field. First releases of Musicraft popular records were made recently and each record will carry two top sides with name artists.

The first Musicraft popular releases are *Praise the Lord and Pass the Ammunition* backed up by *White Christmas*. Both sides were recorded by the Song Spinners, a top flight featured group on the Mutual Network. The second record, also made by the Song Spinners, is *When the Lights Go on Again*, and backed by *Mr. 5 by 5*.

Musicraft Corporation has enjoyed an outstanding reputation in the promotion of low priced high quality classical and semi-classical discs for many years. Paul Puner, president of Musicraft, explains, "For the past year, we have been besieged by operators all over the country to go into the popular record field. Having finally gone into the field, it is our intention to strike for the top as we always have, making only top ranking numbers of top quality with top artists. It is also our intention to release at least 2 good records each month, and along during the middle of 1943, to release 4 and 6 each month. Important to operators is the fact that when we release records they will be available immediately.

Operators all over the country have already used the Hill-Billy releases as well as the Rhumba music produced by Musicraft Corporation with tremendous success.

A Merry Christmas and Happy New Year

TO ALL OUR CUSTOMERS and FRIENDS

We sincerely thank you for your splendid patronage in the years past and we hope to continue to merit your consideration in the years ahead.

●

Come In —

We have an exquisite Art Calendar waiting for you. Those who have already seen it state it is the most beautiful art subject they have ever seen. A copy is awaiting you . . . but don't delay, for our supply is limited.

Jack Gutshall Distributing Co.

1870 W. Washington Blvd. Los Angeles, Calif.
ROchester 2103

. . . . to the Music Operators of the West!

★ We consider it a privilege to have worked with the Music Operators of the West in the difficult year now coming to a close, and to have been able to assist them in working out the problems that a constantly changing economy has heaped upon our industry.

★ In 1943 we shall continue to render the very best service possible with a limited personnel. We want you to know that we are here for one purpose only . . . TO GIVE YOU THE TYPE OF SERVICE YOU, AS A SEEBURG OPERATOR, HAVE BECOME ACCUSTOMED TO.

★ Bring us your problems, lists of equipment and parts you may be in need of or desire to dispose of; consult with us before purchasing routes and let us do the investigating and handling of details. You will find we can save you money AND make you money. We hope you will make full use of the service we have established for you all during 1943.

GET IN YOUR SCRAP TO SOCK THE JAP:

—Your Country Needs Your Scrap Metal and Rubber NOW!

E. T. Mape Music Company

Exclusive Seeburg Distributors for California, Arizona and Nevada

1701 W. PICO BLVD.
Los Angeles

284 TURK STREET
San Francisco

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; CA—Capitol; D—Decca; O—Okeh and V—Victor. FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★ ★
5 STAR

B-30-0804 Barry Wood
EV'RBODY EV'RY PAYDAY (V)
MARCH FOR THE NEW INFANTRY

★ ★ ★ ★
4 STAR

B-30-0806 The Southern Sons
PRAISE THE LORD AND PASS THE AMMUNITION (V)
LIFT EVERY VOICE AND SING (V)

C-36659 Harry James
I HAD THE CRAZIEST DREAM (FT VC)
A POEM SET TO MUSIC (FT VC)

C-36667 Horace Heidt
THIS IS THE ARMY, MISTER JONES (FT VC)
WHERE THE MOUNTAINS MEET THE SKY (FT VC)

D-18525 Glen Gray
CARRY ME BACK TO THE LONE PRAIRIE (FT VC)
TALL GROWS THE TIMBER (FT VC)

D-18528 The Ink Spots
IF I CARED A LITTLE BIT LESS (V)
MINE, ALL MINE, MY MY (V)

D-4395 Bob Crosby
THE CAISSONS GO ROLLING ALONG (V)
DON'T ASK ME WHY (V)

D-4406 Delta Rhythm Boys
PRAISE THE LORD AND PASS THE AMMUNITION (FT VC)
DRY BONES (FT VC)

D-8646 Sons of the South
AMERICA (HB-V)
LIFT EVERY VOICE AND SING (HB-V)

V-20-1515 Freddy Martin
I GET THE NECK OF THE CHICKEN (FT VC)
CAN'T GET OUT OF THIS MOOD (FT VC)

V-20-1519 Dinah Shore
YOU'D BE SO NICE TO COME HOME TO (V)
MANHATTAN SERENADE (V)

V-20-1520 Glenn Miller
MOONLIGHT BECOMES YOU (FT VC)
MOONLIGHT MOOD (FT VC)

★ ★ ★
3 STAR

D-18524 Judy Garland
ON THE SUNNY SIDE OF THE STREET (V)
I NEVER KNEW

D-18527 The Merry Macs
SUNDAY (V)
I WANNA GO BACK TO WEST VIRGINIA (V)

D-4394 Tony Martin
I HAD THE CRAZIEST DREAM (V)
DON'T ASK ME WHY (V)

D-4396 Polka Four
THE MAD POLKA (Inst. Polka)
JUDY POLKA (Inst. Polka)

D-4397 Bob Crosby
VULTEE SPECIAL (FT)
RUSSIAN SAILOR'S DANCE (FT)

D-6074 Roy Rogers
IT'S JUST THE SAME (HB-V)
YOU WERE RIGHT AND I WAS WRONG (HB-V)

D-6075 Carlisle Brothers
I WONDER WHO'S SORRY NOW (HB-V)
I'D LIKE TO BE YOUR SHADOW IN THE MOONLIGHT (HB-V)

D-6076 Ernest Tubb
I'VE REALLY LEARNED A LOT (HB-V)
THERE'S NOTHING MORE TO SAY (HB-V)

D-6077 Pete Cassell
ONE STEP MORE (HB-V)
I CAN'T FEEL AT HOME IN THIS WORLD ANYMORE (HB-V)

2 "HIT PARADE" TUNES ON EACH DISC
. . . AND THEY'RE READY FOR IMMEDIATE DELIVERY!

Here are the 4 top tunes on every operator's list . . . they're breaking money-making records in every location—You can get them into your spots NOW!

✓ **Record No. 15008**
PRAISE THE LORD AND PASS THE AMMUNITION
WHITE CHRISTMAS

✓ **Record No. 15009**
MR. FIVE BY FIVE
WHEN THE LIGHTS GO ON AGAIN

Recorded by the top-flight artists of Mutual Network — the Sensational "SONG SPINNERS"

Price to Operators: 30c
(Minimum order: 25 records—C.O.D. unless rated)

Watch for our new releases, with Top Names, Top Tunes, 2 Top Sides on EACH RECORD.

(Some Distributor Territory Still Open)

MUSICRAFT CORP.
480 Lexington Ave. Dept. 3
New York, N. Y.

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

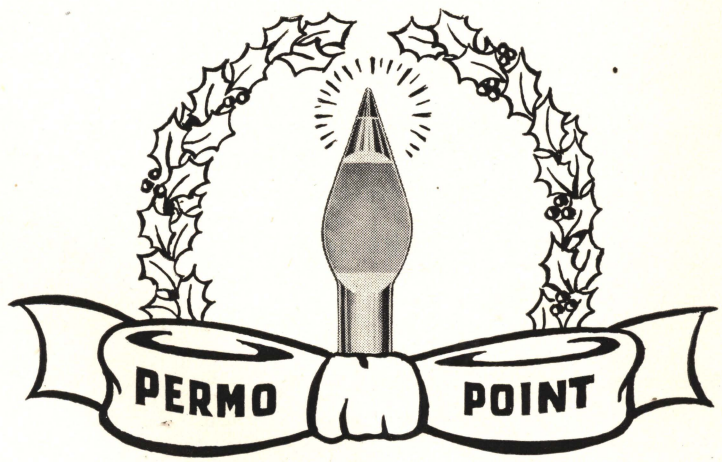
PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA

Merry Christmas



PERMO PRODUCTS CORPORATION
6415 Ravenswood Avenue - - - Chicago, Illinois

D-7903 Fuller, Blind Boy
PUT YOU BACK IN JAIL (HB-V)
WHERE MY WOMAN USTA LAY (HB-V)
O-6703 Bob Wills
MY CONFESSION (HB-V)
WHOSE HEART ARE YOU BREAKING NOW? (HB-V)

Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

DECEMBER, 1942

On Phonographs—

1. White Christmas
2. Manhattan Serenade
3. Mr. Five by Five
4. My Devotion
5. Kalamazoo
6. Strip Polka
7. Praise the Lord and Pass the Ammunition
8. Der Fuehrer's Face
9. I Met Her On Monday
10. I'm Getting Tired So I Can Sleep

On Radio—

1. White Christmas
2. I'm Getting Tired So I Can Sleep
3. Mr. Five By Five
4. Praise the Lord and Pass the Ammunition
5. Manhattan Serenade
6. Dearly Beloved
7. Why Don't You Fall In Love With Me?
8. Daybreak
9. I Came Here to Talk For Joe
10. When the Lights Go On Again

Best Selling Sheet Music—

1. White Christmas (Berlin)
2. Praise the Lord (Famous)
3. When the Lights Go On Again (Campbell, Loft & Porgie)
4. Mr. Five By Five (Leeds)
5. Dearly Beloved (Chappell)
6. My Devotion (Santly-Joy-Select)
7. I Came Here to Talk For Joe (Shapiro-Bernstein)
8. Manhattan Serenade (Robbins)
9. Der Fuehrer's Face
10. Strip Polka

Best Selling Records—

1. White Christmas (Bing Crosby) Decca 18429
2. Praise the Lord and Pass the Ammunition (Kay Kyser) Columbia 36640
3. Der Fuehrer's Face (Spike Jones) Bluebird 11586
4. Serenade in Blue (Glenn Miller) Victor 27935
5. When the Lights Go On Again (Vaughn Monroe) Victor 27945
6. Kalamazoo (Glenn Miller) Victor 27934
7. Mr. Five By Five (Harry James) Columbia 36650
8. Manhattan Serenade (Harry James) Columbia 36644
9. Daybreak (Tommy Dorsey) Victor 27974
10. There Are Such Things (Tommy Dor- Victor 27974

On Wired Music—

1. White Christmas
2. Praise the Lord and Pass the Ammunition
3. Why Don't You Fall in Love With Me?
4. Dearly Beloved
5. When the Lights Go On Again
6. Manhattan Serenade
7. I Had the Craziest Dream
8. There Are Such Things
9. Serenade in Blue
10. There'll Never Be Another You

Lucky Strike Hit Parade—

(December 12th)

1. White Christmas
2. Mr. Five by Five
3. When the Lights Go On Again
4. Dearly Beloved
5. Praise the Lord and Pass the Ammunition
6. Manhattan Serenade
7. Why Don't You Fall in Love With Me?
8. I Had the Craziest Dream
9. Daybreak
10. There Are Such Things

Houston

HOUSTON, TEXAS—The monthly party and social meeting for Houston operators was held the evening of Nov. 4th at Southern Select beer warehouse with operators Harold Daily, D. W. Willett, L. R. Gardener treating. It was a chicken dinner with all the extras and a constant flow of Southern Select beer.

Taxes, and proposed State and local "blue laws" were discussed at length. The operators present agreed that the new $10.00 tax on phonographs on location would be shared equally by operators and location owners. William (Bill) Peacock acted as master of ceremonies and led the informal meeting.

* * *

Francis Cruz, well known operator of the firm of Atkins & McClure Amusement Co., joined the Army late in September.

Operator C. F. Robertson joined the Army and left for camp at San Antonio around Nov. 9th. He owned and operated several phonographs.

H. & W. Amusement Co. is now in the building formerly occupied by the Houston Branch of Commercial Music Co. Commercial Music, Wurlitzer distributors in several Southwest States and headquarters in Dallas, Texas, discontinued its Houston branch when Manager Harold Long joined the Army.

Operator Ernest Gates seems completely recovered from a stroke suffered several weeks ago. He was confined to bed for two weeks and unable to drive a car for thirty days.

A card from H. M. Crowe, well known coinman now in Uncle Sam's Navy, says he expects to leave shortly for parts unknown.

John G. Wright

Lyricless Tunes Win Favor

NEW YORK—Which comes first, the words or the music?

Jimmie Lunceford, whose success with *For Dancers Only* and *Rhythm Is Our Business* proved that lyrics are not all-important to song hits, points to the new popularity of numbers which are essentially instrumental.

The past year, notes Lunceford, has seen the emergence of such rhythm tunes as *Jersey Bounce, String of Pearls, How 'Bout That Mess, Take the A Train, Sorghum Switch,* and the new hit, *Strictly Instrumental,* which Jimmie recently placed on Decca with *Knock Me a Kiss* backing up.

"Instrumental tunes are at last winning the place they deserve with the public," Lunceford says. "There is listening pleasure in musicianship and rhythm as well as lyrics."

Kyser To Go Abroad

HOLLYWOOD — Following his present tour of west coast army camps Kay Kyser expects to take his band and entertainers overseas to entertain U. S. soldiers, according to Paul Mosher, Kyser's local manager. Kyser will pay all expenses and the innumerable details are now being worked out.

Shelley Reaps Results

LOS ANGELES—"I've advertised in all types of trade papers for years but when it comes to solid results on a small expenditure you can't beat THE REVIEW," declared R. S. Shelley of Shelley Radio Company. "Only recently did we join THE REVIEW family of advertisers but now we are selling tubes and lamps in terrific quantities. Just recently a day's mail brought nice orders from Utica, New York, Modesto, California, Thermopolis, Wyoming, plus lots of local orders. To reach the coinmen THE REVIEW certainly is the medium to use."

● 1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA. ●
MIRACLE POINT NEEDLE ∫ MIRACLE POINT NEEDLE
Use Miracle Point needles and buy Defense Stamps with the difference!
MIRACLE POINT NEEDLE ∫ MIRACLE POINT NEEDLE
● M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS ●

ATTENTION OPERATORS!
EXCELSIOR RECORDS *PRESENTS*
THE AUTOMATIC PHONOGRAPH TOPPERS!
Herb "Flamingo" Jeffries singing
"AT LEAST YOU COULD SAVE ME A DREAM"
No. 00100
The Eddie Beal Trio on the instrumental
●
"STRING FOO-LOSOPHY"
No. 00101
●
The Sensational King Cole Trio on a solid hit—
"ALL FOR YOU"
No. 00103
●
and the novelty Jive Jump
"VOM—VIM—VEEDLE"
No. 00102
YOU CAN'T GO WRONG ON THESE MONEY MAKERS! BUY NOW! WE HAVE RECORDS
60c RETAIL
SAMPLE ORDERS: 38c EACH, *Plus Postage*
Excelsior Record Co.
3661 SOUTH GRAMERCY PLACE
LOS ANGELES, CALIF. ● RO. 8375

Kilgen Offers Cabinet

ST. LOUIS—1640 may sound to some ears like the pay-off on an 8 to 1 shot but to the Aristocrat Cabinet Co. of St. Louis, it denotes but one thing . . . it marks the year in the seventeenth century that saw the founding of the parent company by Sebastian Kilgen.

Three centuries ago master craftsman Sebastian Kilgen made his first organ by hand, thereby marking the beginning of a great heritage in the art of organ building. Measured by present day standards, his effort would appear crude for it bore little resemblance to the masterpieces in workmanship and tonal quality that characterizes models currently in use.

But music merchant Kilgen . . . for that he was . . . saw in his early models bright prospects for satisfying the people's sorely needed want for good music.

The art of organ building was handed down from father to son through the years and it was left for George Kilgen, Sr. to carry on the heritage when he came to the United States in the nineteenth century. The development of the organ was a continuing process and through the years newer, simpler, more reliable streamlined features were added, so that today, the organ is as modern as a Flying Fortress.

It could be truly said that wherever upon God's green earth a music lover may tread he would be within earshot of a Kilgen organ.

To list the many houses of worship that depend on Kilgen organs would require volumes and to list the number of countries where they are located would sound like a roster of names of battle fronts. The number of radio stations broadcasting Kilgen organ music is large and many are installed in homes, auditoriums and mortuaries throughout the world.

The present company Kilgen Associates, Inc., of which the Aristocrat Cabinet Co. is a division, accepted the call to preserve the eminent reputation established by George Kilgen & Son Inc. by continuing in their footsteps with the same high regard for quality workmanship in organ construction when the parent concern, by choice, liquidated its financial assets three years ago.

When the settlement of the estate took place the Kilgen organization, minus the executive offices, was eager to pursue the art of organ building so they pooled their resources of skill, experience and capital and purchased from the liquidating trustees, the machinery, dies, patterns, designs, tools and miscellaneous equipment that were used for the patented features of the Kilgen organ.

But recently, like many others, the organization has felt the effects of the nation's changeover from a peacetime to a wartime economy. Government directives have put the quietus on the maufacture of organs because of the pressing need for strategic materials. Kilgen Associates, Inc., was confronted with a grave problem. Should they throw up their hands and quit or should they seek an out that would permit their staff of engineers, designers and craftsmen to serve in the capacity for which they are best fitted? The answer was the formation of a division of the Kilgen Associates Inc. known as the Aristocrat Cabinet Co.

This new division after nearly a year of research, experimentation and laboratory testing, is prepared to supply to the phonograph operators a phonograph cabinet (minus the mechanism) that, in the unprejudiced judgment of authorities, is the absolute "tops" in beauty of design. The adaptability of the cabinet to all makes of mechanisms taken from outmoded phonographs is one of its outstanding features.

Phonos and Dimouts

LOS ANGELES — One phonograph was found guilty, and one not guilty, of violating the Coast Dimout Regulations during the past six weeks.

Phonograph drawing a $25 fine for violation of the rulings was located in a cafe on East First Street where, it was maintained, the proprietor permitted the brilliant lighting effects of the phonograph to shine through the front window of the establishment.

Second arrest was made at a cafe at 660 North Broadway and the case came to trial in the Municipal Court on November 30th. In preliminary testimony it was brought out that the phonograph was located 46 feet from the display window and entrance and, without hearing expert witnesses on hand, the judge found the location owner not guilty of dimout regulations. Among those on hand to testify for the defense was Charlie Walters, who had taken the precaution of obtaining Weston light readings to bolster the testimony he was prepared to give.

King Cole Discs

LOS ANGELES—Excelsior Records, the all Negro recording company founded by songwriter Otis Rene, is releasing a series of records featuring the King Cole Trio. The first two sides are *All for You* and *Vom Vim Veedle* by Bob Scherman, announced in the November REVIEW.

Well,—Burn My Britches!

PHYLLIS IS THE MOST EXCITING NUDE I'VE EVER SEEN ! ! ! !

That's exactly the reactions we are receiving daily from those who have already received prints of PHYLLIS in response to a limited direct-mail announcement. "A gorgeous creature," "Artfully posed," "Exciting but certainly not offensive," "Sheer American beauty," "Exquisitely posed and dignified enough for the pastor's study," . . . these, and plenty more, are the comments on this outstanding new subject we are offering FOR A LIMITED TIME ONLY.

There's a story behind PHYLLIS. For years we have been posing beautiful models for REVIEW covers. Through the years we've had a smoldering desire to pose a beautiful girl in a dignified nude pose that would express true art and not be the least bit indecent, suggestive or vulgar. I believe you will agree that in PHYLLIS we have succeeded admirably. PHYLLIS is lovely and a true work of art. She is sheer feminine beauty from toe to temple. Posed on a chaise lounge with her head pillowed in virgin feathers, and with her shed robe still clinging to her arms, she is a thing of beauty to enjoy forever!

In the large 11" x 14" size, photo printed by an exclusive process on Kromekote, PHYLLIS is an ideal art subject to frame and hang in any spot in your office or home. There is no advertising copy of any kind and sufficient border is allowed for framing.

Get Yours Now!

Anticipating a brisk interest in this unusual photo we have produced 1000 copies for immediate distribution. Only because of this quantity order for prints have we been able to keep the price down. When these thousand copies are exhausted small re-orders will be practically double in cost, so ORDER TODAY at the astonishing low price of

50¢

FILL IN AND MAIL THIS COUPON TODAY →

COIN MACHINE REVIEW,
1115 Venice Boulevard,
Los Angeles, California.

I am enclosing my remittance of $..... Please send me:
1 copy of PHYLLIS . . . . . $ .50
.....additional copies (ordered at the same time) @ 25c each . . . .
Amount Enclosed . . . . . $.....

I understand my prints will be forwarded in a protective photo mailer.

Name.....

Street.....

City.....State.....

"Aristocrat" MECHANISM CABINET

THERE'LL BE NO NEW 1943 MODELS. MAKE EVERY ONE OF YOUR PHONOGRAPHS A 1943 JOB WITH THE

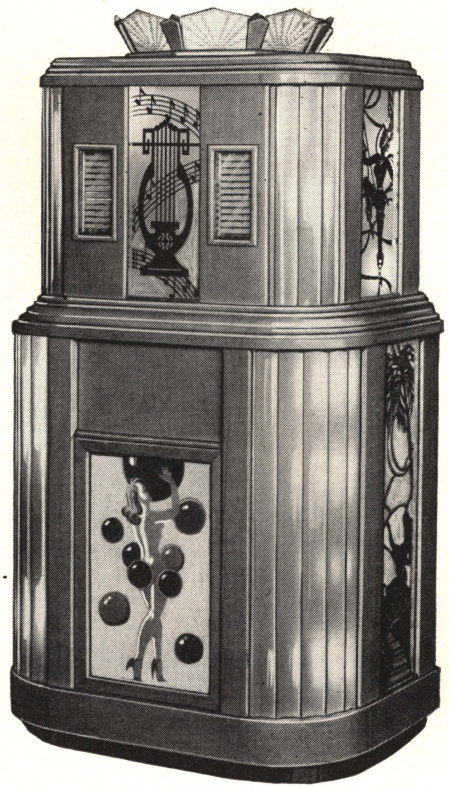
Aristocrat MECHANISM CABINET

The ARISTOCRAT Cabinet is not just another cabinet. It is the most unique, outstanding light up job ever offered to the operators. A streamlined cabinet, substantially constructed of solid oak, specially bleached to a Chinese wheat color finish, with extra heavy, translucent, specially moulded crystal glass corners and exclusive art work on front and side panels which produce a lighting effect of numerous color combinations, by merely switching around the light bulbs.

ARISTOCRAT Cabinets are adaptable to all makes of phonograph mechanisms, including twin mechanisms plus ear level tone. Cabinet is easily accessible to service men for back paneling and front lower panel are demountable. Conversion can be easily made by you or we can convert the mechanism for you at a nominal charge which includes revamping the pick up and amplifier.

ARISTOCRAT Cabinets are built by Kilgen Associates, Inc., Organ Builders with a national reputation. Write today for prices and folder showing the ARISTOCRAT in colors.

WALTER GUMMERSHEIMER, General Sales Manager



ARISTOCRAT CABINET CO.

3825 LACLEDE AVENUE ST. LOUIS, MISSOURI
Phone: FRanklin 2290

Commandos Go Abroad

CHICAGO.—Otto Mallegg, director of the Export Department of Rock-Ola Manufacturing Corp., reports excellent sales volume in export markets despite world war conditions.

Mallegg stated: "Most people do not realize that export business goes on without letup, even though world-wide war conditions place many obstacles in the way.

"Of course, many markets are closed completely, but with proper application of sales promotion, other export markets still open for trade can be increased twofold and threefold over peace-time conditions.

"We have been particularly fortunate in our export sales of the new Commando phonograph in 1942 and will be happy indeed if the same pace can be maintained in 1943.

"The name 'Commando' has caught on with the trade magnificently, and together with the merit of the product have produced fine export results for Rock-Ola."

Aristocrat Cabinet Debuts

ST. LOUIS—The Aristocrat Cabinet Co. is now offering to the automatic phonograph operator a new Mechanism Cabinet, specially designed and built by the well-known Organ manufacturers, Kilgen Associates, which is adaptable to all makes of phonograph mechanisms.

Walter Gummersheimer and Dan Baum head the new company. Both are well known in the industry and advance reports show that their new cabinet is having a good reception in the St. Louis area and quantity orders are being received.

Complete details concerning the new Aristocrat cabinet are given in their advertisement in this issue of THE REVIEW.

I. F. Webb

Visits West Coast

LOS ANGELES—I. F. Webb, Vice-President in charge of phonograph sales for Rock-Ola, arrived in Los Angeles on December 11th for a three-day confab with Jean Minthorne, local distributor.

Webb flew West from Chicago and called on distributors in the Pacific Northwest before reaching here. Leaving on the 13th he flew to Phoenix as the first stopover on his return to the factory. He expressed himself as pleased with the sales volume being rolled up by Rock-Ola distributors in the West.

Gutshall Calendar Scores

LOS ANGELES—The line forms on the left!

That has been the order of things at the Jack Gutshall Distributing Co. for the past few days as the word got around that the 1943 Gutshall creation, appropriately titled *Sweet and Lovely* was now on tap for distribution to friends and customers of the organization.

This year Jack has really "gone to town" in providing his friends with an exotic art study. Posed, as only an artistic soul could designate, the feminine beauty has been photographed in glorious Kodachrome and reproduced in life-like lithography in the deluxe size.

Jack should be rightfully proud of his 1943 beauty and fortunate indeed will be the operator who receives one with Jack's compliments.

Rock-Ola Man At Home

CHICAGO.—Recently Camp Swift at Camp Swift, Texas, purchased fifteen new Rock-Ola Commando model phonographs from Rock-Ola Distributor, Ken Wilkinson, United Amusement Co., San Antonio.

Usually in cases of this kind, the Officer in Charge selects some soldier to take the responsibility of changing records, and adjusting the phonograph when needed. Lo and behold, at Camp Swift they selected Rock-Ola's own former traveling service engineer, Ed Gunsteen, for the job! One of Rock-Ola Manufacturing Corp's oldest employees. So now it's almost like home for Private Gunsteen, First Class, who cherishes those Rock-Ola instruments with a love that perhaps only a mother or another service engineer could understand.

To All of My Friends
Best Wishes for
A Merry Christmas

• We're still battling the Axis at the same old stand and will be ready to serve you when the war is over.

MAC MOHR CO.
2916 West Pico Boulevard Los Angeles

Southern California

LOS ANGELES—"A" cards, "B" cards and "C" cards are the topic of conversation in operating circles in Southern California as the Industry adjusts itself to the gas rationing program which went into effect on December 1st. Of course, everyone got an "A" but from then on it was a guess as to what would come as the result of an application. Some operators received War Emergency certificates which gives them practically as much gas as needed to service automatic phonographs. Others easily landed "B" cards and a nice smear of "C" cards were being bragged about. It is very apparent that the rationing boards are cooperating 100 percent with the operators and doing their level best to help them take care of their necessary calls.

Mitchell Mohr, son of Mac Mohr, has enlisted in the air corps and has been assigned to radio signal tower control work. Mitch is now stationed at Roswell, New Mexico and never misses a Sunday telephone call to the folks back home. He learned his preliminary radio knowledge from helping service coin machines during summer vacations, and although only 19, is definitely certain the radio branch of the service is tailor-made for him.

Les Lorden has opened his own movie studio at 2422½ West 7th Street and intends to produce his own programs for automatic movie machines. Les has a process screen and all the equipment necessary to make the flickers.

Sidney Lewis, sergeant in the Medical Corps at Jefferson Barracks, Missouri, visited the Mac Mohrs the first week in December.

W. S. Patterson, Los Angeles County operator, went into the Army on December 4th.

Sam London of the Milwaukee Coin Machine Co., Milwaukee, was in Los Angeles the last of November visiting with the boys. Sam spent considerable time with Bill Happel at Badger Sales for both are Badgers and friendly competitors in Milwaukee for several years. London was thrilled by the balmy days the southland enjoyed during his visit.

When former operators who are now in the service get a furlough they usually make a point to drop in at General Music Co. for a hello to the lads in the industry. Fred Gaunt, General's headman during the absence of Bud Parr who is in war work, says the boys look great, brag about army chow and all are looking forward to the day the whole thing is over and they will be back operating again. General keeps in touch with the boys wherever they may be and has assured all of them that copies of THE REVEIW will be promptly forwarded complimentary if the boys will send in their addresses.

Barney McCoy, former Lone Pine operator, is now operating in the Sacramento area and handling a defense job as well.

Irving Baer, formerly of Milwaukee and Minneapolis, has opened the first Arcade in Ontario.

Albert Griebahn has joined Badger Sales to work on sales and service. Griebahn was formerly associated with Bill Happel at Badger Sales in Milwaukee ten years ago.

The Little Chapel of Roses in San Diego was the scene November 7th of an impressive twilight wedding ceremony when Miss Betty Jean Culver, daughter of Mr. and Mrs. George Culver, Calexico, was married to Clyde S. Fields of San Diego. George is one of the largest operators in the Imperial Valley section of the state.

Fred Reilly is working with the civilian corps of the air force and has been assigned to spotting forest fires from his plane.

AOLAC remembered its members in the armed forces with gift boxes loaded with cigarettes, razor blades, candy and soap dolled up in a novel canteen shape. Members in the service include Louis Ellis, William Nagel, Lawrence Werner, Harry Zehner, Barry Beauregard, Sam Oser, James Cameron, Jr., Don Jackson, Cliff Gill, Tom Withers, Floyd Sanders, and Leonard Behrens.

Major Mohr is a patient at the Pottenger Sanitarium in Monrovia. Major has an operation in the Redondo Beach district.

The Arcade business is the best in years, according to Bill Happel of Badger Sales. Bill says his main business for the past 60 days has been in supplying Arcade equipment and now the Badger Sales warehouse is bulging with equipment gathered from all parts of the country ready for sale to Arcade operators.

Recent out-of-towners in Los Angeles to pick up equipment, bargain on trade-ins, and chew the fat, include: Zom Bogart of the Imperial Valley Amusement Co. in Brawley; Slim Ewing, Bakersfield; Archie Freeman, Oceanside; Frank Showalter, Santa Ana; Bill La Bahn, Orange; Jack Lipps of the Penny Arcade in La Mesa; Tex McMahon, San Jacinto; Harry Perrine, Tehachapi; Lawrence Raya, Colton; Roy Smith, Lancaster; George Wheelock, San Diego; and Eddie Seeman, San Bernardino.

J. D. Turner, accountant at General Music, will take his annual vacation during the Christmas season and go to his home town of Dallas, Texas, to strut before the home folks with his newly acquired wardrobe. Yes, J. D. went whole hog. He is sporting new clothes from skin out and, what's more, Mrs. J. D. is going East a week ahead. The lads are looking sidewise and asking "why."

Jack Pfeffer is a sticker for getting the right music for the right location. Right, now, in the showrooms of the Jack Gutshall Distributing Co. he never misses an opportunity to put the *I'll Never Get Drunk Again* hillbilly number on the turntable as a dedication to the boss. For further details enquire at the Jack Gutshall private office.

Al Weymouth is forging ahead and now, or very soon, can claim the distinction of being one of the largest cigarette operators in Southern California. Al has machines in lots and lots of army camps and is doing his bit to keep the smokes flowing to the boys.

Irving Bromberg is back on the coast after a visit to New York.

Oscar Tetzlaff, Palm Springs operator, was in on the 5th of December to pick up equipment.

Walter (Shorty) Gaunt—he of 29 Palms, made Los Angeles on December 7th to work the local lads over for equipment and supplies needed. Walter is doing right well down in his little heaven. Just adjacent to 29 Palms is one of our smallest army camps. It's a school devoted to glider activities and between 200 and 300 boys are stationed there. Walter takes care of their entertainment wants and he even operates the soda fountain and supplies the syrup. All in all, Walter is doing his bit in a big way and only wishes he had a camp of two thousand or more to cater to.

Dan Lufkin, San Francisco, dropped in on the Paul Laymons and was entertained at their new home on Sunday, December 6th.

Max Mondschein, Seattle, spent some

AT LOWEST PRICES EVER OFFERED
JUST RECEIVED NEW LOT

FILMTONES
COIN OPERATED MOVIE MACHINES

$695.00 VALUE
NOW AT..... $225.00 EACH

Most Beautiful and Best Movie Machine on the Market!

FILMS
$25 Each.
8 Subjects
on Reel.

GRAB THESE QUICK!
Will be worth twice as much after war. MACHINES ARE LIKE NEW! Perfect condition and clean. A knockout for Arcades—it's something new! They stand in line to play it! It's a red-hot number! SLOT MACHINE PROFITS. Taverns and restaurants—they go wild about them!

With 1/3 Deposit—Act Quickly.

JERSEY SPECIALTY CO.
Route 23
At Passaic River Bridge
SINGAC, N. J.

"Buckley is by far the most satisfactory music system"

—Says Operator John H. Ludeman

Service Calls Practically 'Nil'

"I now have more than 20 Buckley Installations and in my opinion, Buckley is by far the most satisfactory remote music system. My service calls are practically nil compared with other boxes and these Buckleys are certainly 'sweet' producers. In one location, the Rite Spot in Richmond, I have a 22 box setup that runs 24 hours a day, week in and week out. That's real proof of Buckley's engineering and construction."

Very truly yours,
Signed: JOHN H. LUDEMAN

Modernize your location with a Buckley Music System Installation. Talk to your nearest Buckley distributor today!

Ludeman's Rite Spot Location in Richmond, California

BUCKLEY DISTRIBUTORS

GENERAL MUSIC COMPANY

2277 West Pico Blvd., Los Angeles, Calif.
CHARLES A. ROBINSON
1911 West Pico Blvd., Los Angeles, Calif.

1157 Post Street, San Francisco, Calif.
WESTERN DISTRIBUTORS
3126 Elliott Ave., Seattle, Wash.

WILLIAM CORCORAN, *Pacific Coast District Manager for Buckley Music Systems, Inc.*

time the first part of the month with the local jobbers.

M. C. Bledsoe, Santa Barbara operator, is in the army and is now at the Presidio in San Francisco.

C. O. Fouts, Perry, Iowa, operator, is in Los Angeles trying to decide whether to stay in the southland or head back where the tall corn grows.

The Laymons entertained Mrs. Jack Moore the first part of the month. Mrs. Moore was on her way back to Portland to rent their home for the duration and then return to Laredo, Texas, where Jack is a Civilian Air Captain.

George M. Bucknum, San Diego, was in at Percy Shields and Paul Laymons on the 7th to pick up new equipment.

William Shorey, San Bernardino, made the rounds of the jobbing establishments to say good-bye. "Just got an 'A' card," said Bill, "so I won't see you boys too frequently in the future."

Mac Sanders is now working on the swing shift at Douglas Aircraft and handling his route on the side.

Word has been received from Sgt. Nelson Baker from the Army Air Base at Casper, Wyoming. Nelson, a former service man for Laymons, is now a rear gunner and in two weeks will be off to parts unknown.

Jim Cameron, Private First Class, is on a short leave.

Jack Arnold, Barstow, was in the first of December to pick up games at Percy Shields.

Fred Trevillian is back from the Hawaiian Islands and expects to remain in Santa Barbara until the end of the war. Fred has a partner in the islands who will care for his operations.

Recent visitors at Laymons in search of equipment were Alex Koleopolus, Bakersfield; Claude Eshleman, Long Beach; Vic Shorb, Taft; and Art Dawes, San Diego.

Gene Hopkinson, former county operator, is now taking the Civilian Instructor Air Course at Blythe. Fred Reilly is also at the same field.

H. L. Mitchell, formerly of THE REVIEW editorial staff, is now at Camp Kohler, near Sacramento, where he is taking a course to become an army radio operator.

Mr. and Mrs. Ed Wilkes, of Rainbow Amusement, Long Beach, were guests at the Laymon home on the occasion of their wedding anniversary. Ed is now working on repairs at the Ferrying Command Base in Long Beach as a side line.

Over at Badger Sales neat little desk calendars are being passed out to customers as presents from the firm.

Paul Blackford

Civilian Shipments From Warehouses

CHICAGO—Six months ago, when President David C. Rockola turned the entire plant over to war production, the inventories of coin operated phonographs and other civilian goods were placed in outside warehouses where the Rock-Ola Sales Departments have been conducting their transactions and shipments up until now.

Jack Nelson, Vice President and General Sales Manager, in speaking of the program recently stated, "While it is sometimes mighty inconvenient to handle our Commando phonographs out of warehouses in every part of the United States, we are mighty proud that we could turn over the entire facilities of our mammoth plant to the war program right in the beginning when a fast start meant so much to the winning of the war."

15,000 Records On 1 Ad

LOS ANGELES.—Sounds fantastic but that is the positive truth for Otis Rene, of Excelsior Records, will so vouch.

Rene has confined his advertising to the music operators exclusively to THE REVIEW. Following the appearance of his first copy sample orders started to filter in from all parts of the country. Subsequent ads have brought requests for distributorship deals and one of these—Modern Music Sales of New York—placed an order with Rene for 15,000 discs for their "Harlem Hit Parade" program.

"Does REVIEW advertising pay?" queried us. "Yea, man," responded Rene.

Excelsior is doing a bang-up job with discs with a personality. Numbers are prime favorites in general spots and especially good for colored locations for they are made by colored artists who have that hidden ability to deliver just what is wanted.

Happel Back At Desk

MILWAUKEE — Carl Happel, well-known manager of the Badger Novelty Co., has been confined to his home for the past ten days with a kidney ailment but is expected back at his desk at Badger on December 14th.

Carl is one of the kingpins of the industry in these parts and his presence at Badger has been sorely missed these few days.

BRAND NEW MACHINES IN THE ORIGINAL CRATES

Bakers' Pacer 30-1 Daily Double 5c	$299.50	Groetchen Columbia Bell, Rear Payout	$ 82.50
Keeney Super Bell, 5c Play	277.50	Mills Vest Pocket Bell, 5c Blue & Gold	52.50

MISCELLANEOUS USED MACHINES

Galloping Dominos, 1941 Jackpot Model, Like New	$287.50	Lucky Lucre	$207.50
Keeney Super Bell, 5c Convertible	167.50	Mills Four Bell, 5c Play, Like New	367.50
Keeney Super Bell, Four Way, Like New	367.50	Mills Jumbo Parade	67.50
Bally Club Bell	167.50	Blue and Red Front—excellent condition	87.50
Jennings Silver Moon	114.50	Bally San Anita	127.50
Evans Bang Tail	237.50	Mills 5c Gold Chrome Bell, Like New	217.50
Watling Big Game	72.50	Groetchen Columbia Bell, Rear Payout	47.50

(Write for Prices on All Kinds of Used Counter Games)
Terms: 1/3 Deposit—Balance C. O. D.—F. O. B. Roanoke.
ALL MACHINES ARE OFFERED SUBJECT TO PRIOR SALE.

ROANOKE VENDING MACHINE EXCHANGE, INC.
533 CENTER AVENUE, N. W. ROANOKE, VIRGINIA

Artists Favorite Wit

NEW YORK—Warren Sweeney, CBS announcer, tells about the soprano, niece of radio exec, scheduled to broadcast. As the program went on the air, the announcer sprightly began: "Due to conditions beyond our control, we present the program originally scheduled for this time."

Barry Wood tells of the actor who refused a part as stool pigeon—he couldn't do bird imitations.

Charlie Barnet spreads the one about the woodpecker who explained his bandaged nose with, "I just came back from the Petrified Forest."

Tommy Reynolds, the clarinet maestro, forwards the tale of the canine who asked his girl friend to come up and see his itchings.

A college acquaintance of Vido Musso, the band leader, says the English course isn't doing her boy friend any good because he still ends every sentence with a proposition.

Vera Barton knows a woman who treats her husband like a Greek God. She places a burnt offering before him at every meal.

Jimmy Lunceford knows a girl who was asked by both the butcher and dairyman to marry them. Would you call it a case of marrying for butter or for wurst?

One ayem must be the story hour, says Harry James. That's the time when most wives ask, "Well, which story is it this time?"

Les Hite wants to know if you've heard the new phrase used by inductees as they say farewell to their draft board: "Well, so long, and don't take any wooden soldiers. . . ."

Completes Big Season

PETERSBURG, Va.—Porter Van Ault has brought his Travelling Arcade into winter quarters here after having closed the biggest seven months season since the last war. The Arcade was out with the Cetlin and Wilson Shows.

"It was the biggest season I have had since the last war or in the last ten years," said Van Ault, "If we can go out next year I look for a still larger season. Arcades are sure playing a big part in the amusement field and will for many years to come."

Slot Law Hit

RIVERSIDE, Calif.—Riverside county's gambling and slot machine ordinance, was hit November 18th when the State Supreme Court held two of its sections unconstitutional and ordered the release of Frank Portnoy and Jake Katleman convicted January 1th under the statute. Men were charged with operating an alleged gaming establishment in a bungalow between Palm Springs and Cathedral City.

State court held that the clauses duplicated clauses of the state penal code and therefore caused a conflict between state and local laws.

Ginsberg Gives Pointers

CHICAGO—"We of the coin machine industry have much to anticipate when the final United Nations victory has been achieved and the American way of life begins to resume its normal course," asserts Maurice Ginsberg, Atlas Novelty Company co-head.

"Coin machine and allied manufacturers, now engaged in making war-winning products, will return to peacetime activities with increased knowledge of mass-production methods, new processes and novel skills. The equipment that will then be offered to operators will introduce a golden era in coin machine operating.

"But we have to do a job now if we are to enjoy prosperity in the future," Ginsberg warned. "Aside from the always first duties of helping to win the war with all we can give of time, energy and money, we must pay unceasing attention to the physical and social well-being of our industry. We must see to it that we receive the maximum of service from available equipment, and we must use that equipment as wisely as possible. Then, too, we must conduct our activities so that there may be no reflection on operating to affect us adversely during the post-war adjustment period. Such a course, faithfully followed, will guide any individual business safely thru the present, I am sure," Ginsberg said.

Arcades Given Plug

LOS ANGELES—A feature writer in the November 14th issue of *The Times* gave the Penny Arcades considerable publicity under the heading "Penny Arcades Popular Again; One-Cent Sensations in Style."

The article recounted a visit to some of the Arcades on the Main street rialto and described at length the various ingenious devices that go to make up a modern Arcade.

* * *

"Does my practicing make you nervous?"

"It used to when I first heard the neighbors discussing it, but I'm getting so I don't care what happens to you now."

SPECIAL CLOSEOUT!
World's Greatest Token Payout Counter Games!

AMERICAN EAGLE
1c or 5c, Fruit Reels

MARVEL
1c Cigarette Reels

BRAND NEW
In Original Cartons

$15.75 EA.

Lots of 5—$13.95 ea.
Lots of 10—11.95 ea.
(Originally $39.50 ea.)

Atlas NOVELTY CO.
2200 N. Western Avenue
CHICAGO, ILL.

CHRISTMAS SEALS

.... Protect Your Home from Tuberculosis

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

TO EXECUTIVES:

NOW YOU CAN HELP

Even More...

New Treasury Ruling Permits Purchases UP TO $100,000, in any Calendar Year, of Series F and G WAR BONDS!

The Treasury's decision to increase the limitations on the F and G Bonds resulted from numerous requests by purchasers who asked the opportunity to put more money into the war program.

This is not a new Bond issue and not a new series of War Bonds. Thousands of individuals, corporations, labor unions, and other organizations have this year already purchased $50,000 of Series F and G Bonds, the old limit. Under the new regulations, however, these Bond holders will be permitted to make additional purchases of $50,000 in the remaining months of the year. The new limitation on holdings of $100,000 in any one calendar year in either Series F or G, or in both series combined, is on the cost price, not on the maturity value.

Series F and G Bonds are intended primarily for larger investors and may be registered in the names of fiduciaries, corporations, labor unions and other groups, as well as in the names of individuals.

The Series F Bond is a 12-year appreciation Bond, issued on a discount basis at 74 percent of maturity value. If held to maturity, 12 years from the date of issue, the Bond draws interest equivalent to 2.53 percent a year; computed on the purchase price, compounded semiannually.

The Series G Bond is a 12-year current income Bond issued at par, and draws interest of 2.5 percent a year, paid semiannually by Treasury check.

Don't delay—your "fighting dollars" are needed *now*. Your bank or post office has full details.

EVERYBODY EVERY PAYDAY AT LEAST 10%

Save With . . .

War Savings Bonds

This space is a contribution to America's All-Out War Program

The REVIEW CARRIES MORE CLASSIFIEDS

Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif.

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED——
Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

FOR LEASE——
Excellent business location in REVIEW building. Tile floors, celotex ceilings, large display window, two wash rooms, extra large private office. Ideal for coin machine account. Ample, easy parking. $45.00. Enquire 1115 Venice Boulevard, Los Angeles, Calif.

SLOT MACHINES REPAIRED——
Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 1070 Thompson St., Glendale, Calif. Telephone CItrus 3-3721. (TF-C)

WANT TO BUY——
A. B. T. Big Game Hunters, new or old model. L. BILOW, 2512 West Irving Park, Chicago, Ill. (NDJ-P)

WE BUY, SELL OR EXCHANGE——
Arcade Equipment, Pin Games, Consoles, Slots, Guns, Parts and Supplies, etc. OPERATOR'S EXCHANGE, 621 Van Ness, San Francisco, California. (4-43-P)

I WILL BUY FOR CASH

A route of Music Machines, regardless of size or location. Please list equipment condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

FOR LEASE——
Deluxe executive office suite at 1113 Venice Boulevard in Los Angeles. Reception room, private office, washroom and store room on first floor; private office with fire place and private bar (10x13) adjacent, connecting private office; both completely carpeted. Ample easy parking. $60. Inquire 1115 Venice Boulevard, Los Angeles, Calif.

5c SELECTIVE CANDY MACHINES——
Reconditioned machines, all kinds, all types. Also 1c peanut and gum vendors. Send for free list today! ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Illinois. (OND-P)

FOR SALE——
60 Jackpot Penny, Nickel, Dime, Quarter Slots, $19.50 each; lots ten; sample $22.50; without Jackpots, $14.50. COLEMAN NOVELTY COMPANY, Rockford, Illinois. (OND-P)

WANTED——
Northwestern 33's, 39's, Deluxe, Toppers and Esquires, 6 or 8 column Stoner Candy machines. Equipment must be clean and priced right. Submit list of equipment to DAVIDSON BROTHERS, 5109 West Pico Blvd., Los Angeles, Calif. (NDJ-C)

WANTED——
Penny Phonos. Any quantity. State lowest price and condition in first letter. BOX 465, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, California. (D-P)

PANORAMS——
Practically New, $350.00 each, F. O. B. Fairfield, Ill. G. N. GIANNOPOULOS, 300 E. Main, Fairfield, Ill. Phone 257R. (DJF-P)

FOR SALE——
Keeney Submarine, $169.50; Western Baseball, Major League, $124.50; 5 Exhibit Photoscopes, metal marbleglo, $22.50 each; 4 Mutoscope Photomatics, late models, 10c or 15c play, $500.00 each, 10% discount if you buy all four. Can also supply photoframes and chemicals. KING PIN GAMES COMPANY, 826 Mills Street, Kalamazoo, Michigan. (D-P)

DISTRIBUTORS WANTED——
New, timely novelty for cigar stores. Fast seller. Large profits. Send 10c for sample and distributor's proposition. ROBBINS CO., 152 West 42nd Street, New York City. (D-C)

FOR SALE——
Congo Free Play, 1 or 5 ball, $22.50; American Eagle, $8.50; Daval Races, $4.50; Trade King, $3.00. Wanted for Cash: Drive-Mobile, Vitalizer, Sky Battle, Super Bomber, Ace Bomber, Night Bomber, Mills Punching Bag, Sky Fighter, Exhibit Bowling. ASSID, 1411 Ohio, Lansing, Michigan. (D-C)

Start 1943 The Right Way . . . . . .

BY PLACING YOUR ADVERTISING IN THE

INDUSTRY ON PARADE

Number of THE REVIEW. This Annual will be a veritable roll call of the industry. Firms now engaged in war work will tell you of their part in the war effort; jobbers and distributors with equipment to offer will be represented for January is THE month when operators buy to take advantage of a full year's depreciation on their equipment. Make sure you are part of this great roll call by reserving your space now. Get in touch with our nearest office TODAY.

COIN MACHINE REVIEW — **LOS ANGELES, NEW YORK, CHICAGO & PORTLAND, OREGON**

DECEMBER, 1942

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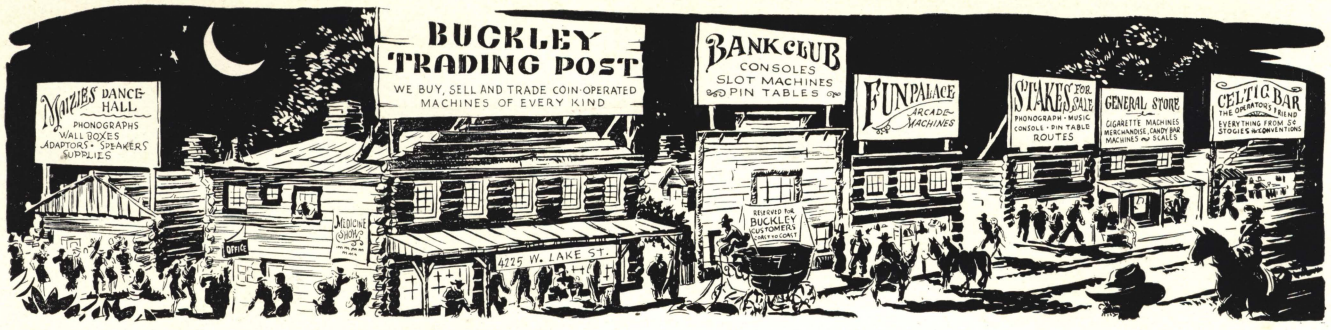
THAN ANY MONTHLY IN THE INDUSTRY

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



ALWAYS CONSULT THE TRADING POST

WHENEVER YOU BUY OR SELL

Phonographs—Wall Boxes—Adaptors—Coin Machines—Pin Tables Consoles—Arcade Machines—Supplies and Accessories

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Big Town	20.00
Blondie	20.00
Captain Kidd	45.00
Four Roses	39.50
Gun Club	54.50
Metro	27.00
South Paw	49.50
Ten Spot	39.50
Victory	75.00
Zig Zag	39.50

GOTTLIEB

A.B.C. Bowler	$37.50
Bowling Alley	29.50
Five-Ten-Twenty	82.50
Formation	15.00
Gold Star	25.00
Horoscope	39.50
New Champ	45.00
School Days	27.50
Sea Hawk	30.00
Sport Parade	30.00
Spot-a-Card	48.50
Spot Pool	42.50

CHI-COIN

All American	$22.50
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Home Run, '39	16.50
Legionnaire	32.50
Major '41	39.50
Polo	18.50
Roxy	15.00
Show Boat	37.50
Snappy	45.00
Sport Parade	30.00
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Venus	60.00

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Double Play	30.00
Duplex	30.00
Knockout	79.50
Leader	27.50
Play Ball	27.50
Sky Blazer	49.50
Spot Pool	55.00
Stars	30.00
Sun Beam	30.00
West Wind	45.00
Wings	19.50
Zombie	27.50
Do-Re-Mi	37.50

BALLY

Attention	$29.50
Crossline	22.50
Eureka	32.50
Flicker	24.50
Fleet	25.00
Mascot	18.50
Monicker	64.50
Pan American	37.50
Silver Skates	34.00
Triumph	16.50

KEENEY

Clover	$59.50
Four Diamonds	39.50
Repeater	33.50
Sky Ray	32.50
Super Six	14.50
Towers	47.50
Twin Six	42.50
Velvet	21.50
Wildfire	28.00

BAKER

Big Ten	$22.50
Defense	20.00
Doughboy	17.50
Red, White & Blue	25.00
Salute	22.50

SUCCESS

League Leader	$25.00

MISCELLANEOUS

Armada	$25.00
Anabel	19.50
Brite Spot	23.50
Destroyer	99.50
Lucky Strike	19.50

SPECIALS—ONE BALL TABLES

Grand Stand	$55.00
Thistledown	45.00
Sea Biscuit	45.00
Sport Page	42.50
Pace Maker	70.00
Grand National	65.00
Man o' War	50.00
Big Prize	72.50

SPECIALS—SALESBOARDS—LOWEST PRICES

Name	Holes	Style	Net Price
Big Sport	1288	5c Thick	$4.18
Charmer	1280	5c Thick	4.04
Cocoanuts	1600	25c Ex. Thick	7.16
Combinations Symbols	1060 (Jumbo)	5c Thick	3.43
Derby Day	1056	5c Ex. Thick	4.04
Dough Barrel	1080	5c Thick BC	4.29
Duke Mixture	1050 (Jumbo)	5c Semi-thick	3.44
Easy Money	1500	5c Thin (Definite)	2.38
Forward Pass	1280	5c Semi-thick	4.14

WRITE FOR COMPLETE LIST

SPECIALS—PHONOGRAPHS

Wurlitzer

850	$450.00
800	335.00
750	350.00
750E	400.00
750M	375.00
700	279.50
600	175.00
600 Keyboard	185.00
500	170.00
500A Keyboard	180.00
24A	120.00
71	119.50
61	79.50
616	69.50
412	59.50
P12	34.50

Seeburg

High Tone, Remote	$410.00
High Tone, Reg.	395.00
Colonel, E. S.	300.00
Envoy, E. S.	252.00
Majors	225.00
Classic Slug Ejector	175.00
Vogue	155.00
Regal	144.50
Gem	137.50
Rex	150.00
Rockola 40, Rockolite	245.00
DeLuxe	175.00
Masters	160.00
Monarch	112.50
Mills Empress	189.50

MUSIC SYSTEM EQUIPT. SPEAKERS & CABINETS

Buckley Zephyr Cabinet, New	$11.25
Buckley Tone Tower, New	69.50
Buckley Wall Baffles	5.50
Illuminated Organette Speaker, New	19.50

WALL BOXES

Buckley Illum. Wall Boxes	$35.00
Wurlitzer: Wall Boxes, No. 100, New	$25.00
Wall Boxes, No. 125	39.50

STEEL CABINETS

Buckley Single Mechanism	$27.50
Buckley Double Mech.	31.50

COMPLETE MUSIC SYSTEM

Twin 12 Wurlitzers in Metal Cabinets with Adaptor, Amplifier, Speaker $125.00

SUPPLIES

New Buckley Needles	$ .30
Perforated Program Strips, Per M Sheets	3.00
Buckley 275A Bulbs for Wall Boxes	.12

WILL PAY CASH FOR

CONSOLES

Buckley Track Odds — All Models
Keeney Super Bells—2 Way 5c & 25c
Keeney Super Bells—2 Way 5c & 5c
Keeney Super Bells—4 Way
Mills Three Bells

COIN MACHINES

Mills Bonus Bells
Mills Brown Fronts—5c, 10c, 25c
Mills Yellow Fronts—3-5 Payout
Mills Gold Chromes
Mills Emerald Chromes

PHONOGRAPHS

Wurlitzer Phonographs
Wurlitzer Wall Boxes
Packard Wall Boxes
Wurlitzer 30 Wire Boxes
Betty Teletone Boxes
Scales—All Makes & Models

ARCADE MACHINES

Kirk Night Bomber
Bally Rapid Fire
Mutoscope Sky Fighter
Mutoscope Ace Bomber
Mills Bag Punchers
Mutoscope Bag Punchers
Chicken Sams
Rock-Ola World's Series
Texas Leaguer
Gottlieb Grippers
Wurlitzer Skee Balls
Western Baseball
ABT Aeromatic Shoot. Gallery

WIRE OR MAIL QUANTITY AND PRICE

SPECIALS—ARCADE MACHINES

Three-Way Grip (with Floor Cabinet)	$52.50
Bally Bull's Eye	79.50
Bally Rapid Fire	165.00
Baker Bomb Hit	8.75
Chicken Sam	86.50
Drive Mobile	225.00
Jail Bird	95.00
Gott. Single Gripper	7.50
Gott. Triple Gripper	14.50
Jungle Dodger	50.00
Keeney Air Raider	172.50
Keeney Anti-Aircraft	45.00
Keeney Submarine	220.00
Keep Punching	150.00
Mutoscope Sky Fighter	219.50
Mills Punching Bag	95.00
Pikes Peak	12.50
Rockola World's Series	65.00
Shoot the Chutes	92.50
Texas Leaguer	32.50
Test Pilot	210.00
Abbott Coin Counter	142.00
Standard Coin Counter	132.00
Johnson Coin Counter	122.00

SPECIALS—SLOT MACHINES

MILLS

Gold Chrome Bells, 5c	$212.50
Gold Chrome Bells, 10c	217.50
Gold Chrome Bells, 25c	222.50
Blue Fronts, 5c, Serials 400,000	99.50
Melon Bells, 5-10-25c	96.00
Brown Front Club, 5c	112.50
Bonus Bells, 5c, New	215.00
Bonus Bell, 5c, Rebuilt	179.50
Yellow Front, 3-5 5c	62.50
Yellow Front, 3-5 10c	67.50
Q. T. Bell	42.50
Smoker Bell	35.00
Vest Pocket Bell, JP, New	52.50
Vest Pocket Bell, Blue & Gold	36.50

JENNINGS

5c Chief J.P. Bell	$67.50
5c Silver Chief	94.50

PACE

Comet Front Vender	$42.50
10c Comet B.F. Bell	60.00
25c Comet B.F. Bell	60.00

WATLING

5c Rolatop 2-4 P.O.	$35.00
10c Rolatop 2-4 P.O.	35.00
25c Rolatop Late	72.50
5c Double J.P.	25.00

SPECIALS—CONSOLES

Bally Hi-Hand	$105.00
Mills Three Bells	445.00
Mills Four Bells	292.50
Jennings Fast Time, F.P.	75.00
Jennings Bob Tail, F.P.	69.50
Keeney Super Bells, 2 Way, 5 & 5c	275.00
Keeney Super Bells, 2 Way, 5 and 25c	287.50
Mills Jumbo, Cash P.O.	$119.00
Mills Jumbo, F.P.	67.50
Watling Big Game, F.P.	74.50
Buckley Daily Double Track Odds	500.00
Buckley Track Odds	400.00
Buckley Seven Bells, 7 Coins	700.00
Buckley Long Shot Parlay, 7 Coins	700.00

All prices subject to Prior Sale. Terms—Cash with order or deposit one-fourth amount of order, balance to be paid C. O. D. These machines can be shipped subject to examination—to assure satisfaction.

BUCKLEY TRADING POST

4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636

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A VERY MERRY CHRISTMAS

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